

Strengthening Our Programming

Change and revitalisation are not new to CBC/Radio-Canada. For nearly 65 years, we have considered innovation and the provision of excellence in programming an integral part of our mandate. In the context of increased competition, globalisation, media mergers and reduced budgets, our media platforms are making significant changes to their programming, technical, and administrative practices. Key goals include reinvesting in our core strengths and taking the kinds of innovative risks that distinguish CBC/Radio-Canada from private broadcasters.

English Television

English Television is in the midst of a comprehensive transformation that will differentiate it clearly from all other television services in Canada. Over the past few years, despite great financial constraints, "Canadianisation" has been largely achieved. This past year saw an increased emphasis on the "public service" aspects of making English Television Canada's national English-language public broadcaster: making it more distinctive, less commercial, providing a strong nation-binding force through high-impact programming, and reflecting all regions of Canada to the country as a whole.

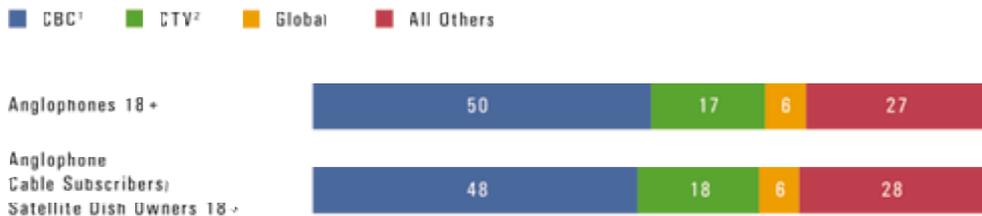
Many of the priorities of transformation achieved last year can be seen in the program schedules. Children's and youth programming were increased by one third. A major News program, *CBC News: Canada Now*, was launched. *The National* was revitalised, and News operations were integrated across the country. *Opening Night* introduced a prime-time showcase for the performing arts and amateur sports were given a new emphasis.

To enhance productivity and operational efficiency, English Television is utilising benchmarking techniques to promote continuous improvement in production methods and measures to streamline business processes and administrative support.

Other changes this year include the conversion of English Television's satellite network distribution signals from analog to digital format (Digital Video Compression, DVC) to improve the efficiency of internal network distribution operations. And on January 8, 2001, new satellite channels opened, allowing CBC North to adopt the same format and timing for supper hour shows as in the rest of the country.

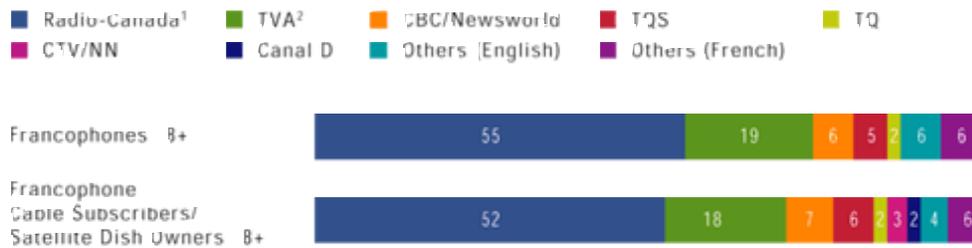


English Television Stations with the Best Canadian Programs (%)



¹ Includes CBC Newsworld
² Includes CTV News Net
 Base: Respondents who watch Canadian programs
 Source: GRS 2000

French Television Stations with the Best Canadian Programs (%)



¹ includes RDI
² includes LCN
 Base: Respondents who watch this type of program and who identified a particular station
 Total may not add up to 100 because of rounding
 Source: QRS 2000

French Television

French Television is a public, general interest, popular television service with roots in every region of the country and a commitment to reflect the culture of all Francophones. Its mission is to produce high-quality programs in French for the greatest number of Canadians possible. With 16.6 per cent of the Francophone market share, it contributes significantly to the dynamism and quality of French-language television throughout the country.

French Television produces and broadcasts accessible, diversified programming of high quality in terms of production values and content. Emphasis is placed on Information (News and Current Affairs), Drama, Culture, and Youth programming.

In recent years, French Television has been renewing its program schedule and focusing on its public mandate. The 2000-2001 Television season was marked by the broadcasting of seven first-run Canadian drama series. Cultural and variety programming underwent various major changes: several new programs were introduced and others returned in a new format. In youth programming, there was more drama, including a new regionally produced program; weekdays, from 6:30 to 7:30 a.m., the emphasis was shifted from news to children with the addition of a half-hour youth program package. In sports, French Television kept its audience abreast of the Sydney Olympics with exhaustive coverage of the events.

English Radio

English Radio provides high-quality information, cultural and music programming on Radio One and Radio Two in 48 communities across Canada.

Radio One, which can be received by 98 per cent of English-speaking Canadians, is focusing on increased quality, more pilot series developed across the country, and further development of network and regional information programming. Radio Two, committed to 80 per cent-plus national coverage, this year extended its service to Kelowna, Sudbury and Swift Current, and will further extend its service next year. Radio Three's websites, launched in 2000, will be expanded to attract more young Canadians.

CBC Radio One and Radio Two experienced historically high audience shares with a combined share of over 12 per cent according to BBM in Fall 2000 and Spring 2001. CBC Radio has some of the highest user satisfaction levels for any media in the country, with over 95 per cent of listeners to both Radio One and Radio Two expressing themselves as being "satisfied" or "very satisfied" (QRS 2000).





* In areas in which a CBC Radio One owned station is located
 Source: CBC Research (BBM)

French Radio

Our unique French Radio service, the Première Chaîne and the Chaîne culturelle, reaches 98 per cent and 80 per cent of Francophones across the country, respectively. The key objective of French Radio is to maintain and protect French-language public radio space. French Radio offers high-quality information programming and diverse music programming.

French Radio's plan is to make national and regional programming more open to the world by encouraging exchanges between national and regional programming, and strengthening international radio partnerships.

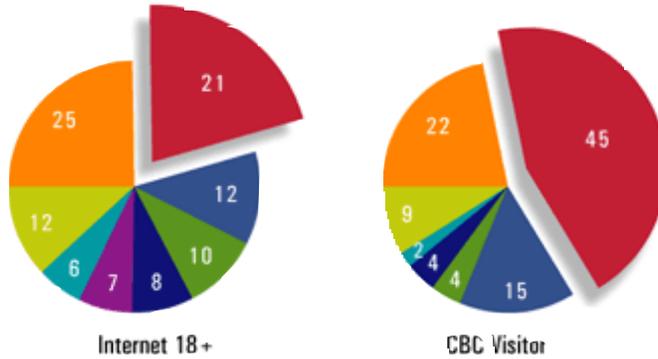
It also plans to strengthen its regional presence by originating local programming from Trois-Rivières, extending the Chaîne culturelle to Winnipeg and Vancouver. As well, Radio-Canada intends to enhance the quality of its regional productions, among other things. French Radio is further promoting and developing Canadian talent by adopting quality standards and programming rules for broadcasting Canadian music, implementing a unified strategy for developing and promoting Canadian talent, and strengthening the website, *bandeapart.fm*.



* Compared to French Radio listening among Francophones in areas served by a CBC/Radio-Canada owned and operated station
 Source: CBC Research (BBM)

English Website Most Likely to Be Believed if Conflicting News Stories are Heard About the Same Event

Current Internet Users* Anglophones 18+ (%)



*"Others" includes The Toronto Star, Canada.com, CanOe and MSNBC.
 * Current Internet users who have accessed the Internet in the past 3 months
 Total may not add up to 100 because of rounding
 Source: ORS 2000

New Media

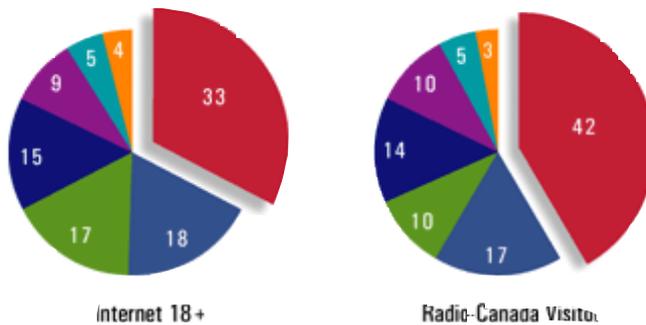
Teams from English and French Radio and Television work together on New Media activities to deliver news and public affairs, cultural content, children and youth programming and information about CBC/Radio-Canada programs. CBC/Radio-Canada intends to be the prime provider of appealing, impartial, non-commercial Canadian content on the Web.

CBC/Radio-Canada has established numerous New Media partnerships with other websites. Portals such as Sympatico, AOL, MontrealPlus.ca, Excite Canada and MSN extend the reach of CBC/Radio-Canada content for the benefit of Canadians. We are also reaching Canadians on new platforms such as Palm Pilots and PCS telephones. CBC/Radio-Canada has also partnered to create new content with The Canadian Film Centre and Historica for The Great Canadian Story Engine website and with Canadian Heritage and Industry Canada for *Francomania.ca*.



French Website Most Likely to Be Believed if Conflicting News Stories are Heard About the Same Event

Current Internet Users* Francophones 18+ (%)



*"Others" includes Le Soleil, LeDroit, Matinternet et Mes nouvelles
 * Base: Current Internet users who have accessed the Internet in the past 3 months and who identified a specific Canadian website
 Total may not add up to 100 because of rounding
 Source: ORS 2000

A Great Success Story: *Canada: A People's History / Le Canada : Une histoire populaire*

This year, CBC/Radio-Canada launched its landmark documentary series, *Canada: A People's History / Le Canada : Une histoire populaire*. Several years in the making, and establishing a new model for cooperation between our English and French Television services, this project is the exemplar for public broadcasting at its finest: programming that is distinctive, high-quality and high-impact. Only CBC/Radio-Canada could risk dedicating the resources to develop a bilingual epic history of Canada. It is a prime example of our contribution to national consciousness and identity.

Canada: A People's History / Le Canada : Une histoire populaire chronicles the rise and fall of empires, the clash of great armies and epoch-making rebellions, and the everyday struggles of the women and men who lived through it, as told through their personal testimonies.

The series, to be broadcast commercial-free over two years, comprises 32 hours of stunning documentary programming produced using entirely digital technology. The first episode was aired simultaneously in French and English on Sunday, October 22, 2000, and by the close of the fiscal year, nine of the total 17 episodes had been broadcast.

Audience and critical reaction has been extremely positive and audience sizes have outstripped all expectations. An astounding 15 million Canadians – one out of two – tuned in to the series.

To accompany the series are two richly illustrated books (one already a number-one nonfiction bestseller in English Canada), videocassettes and DVDs, radio fora and comprehensive websites containing biographies, photographs and video excerpts. There were three million pages viewed on the accompanying *cbc.ca* website this year.

Demand for the videos and books, and use of the website, educational cassettes and teacher guides have also far exceeded expectations. By the end of 2002, we anticipate that the series will be available in 90 per cent of Canadian schools.



A SUCCESS STORY





News, Current Affairs, Information on Which Canadians Rely

CBC/Radio-Canada News, Current Affairs and Information Programming, across all our media platforms, is the largest news organisation in Canada. International and national awards annually attest to our journalists' credibility and professionalism, and public broadcasters worldwide recognise our strong contributions to the field.

A Year of Important Changes: Integration, Rationalisation, Service

This year, CBC/Radio-Canada made important changes to its services. These were designed within the context of our new integrated business model with a view to improving services to Canadians. Staff from different departments and across all media are increasingly working together and sharing facilities in order to cover more stories in more places, while creating flexibility and reducing costs. This is evident in the successful integration of English Television's News, Current Affairs and Newsworld operations across the country.

After amalgamating *Le Téléjournal* and *Le Point*, French Television Information tackled another major project, namely the Centre de l'information, an entirely digital facility where all newscasts and information programs on French Television and on RDI will be produced and aired beginning in the Autumn of 2001. All resources dedicated to the gathering and production of news will be combined in a digital environment in order to free up journalistic resources and redirect them to improved coverage and more in-depth analysis.

In the Gaspésie, French and English Radio collaborated to provide better service and in Sudbury, journalists covered the news for both English and French Radio. English Radio, with a journalistic presence in 48 communities across Canada, worked with CBC Television News to provide additional coverage and sharing of resources in smaller centres. Local Toronto CBC Radio News and Information

was integrated into the Network Radio News operations, resulting in considerable savings to be reinvested in programming.

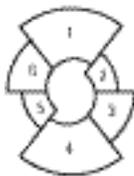
CBC/Radio-Canada's websites (*cbc.ca* and *radio-canada.ca*) deliver up-to-date information on local, regional, national and international events 24-hours a day. News and information can also be received instantly on Palm Pilots through various media partnerships.

An example of CBC/Radio-Canada's news, current affairs and information programming on the Web is seen in the English and French regional sites which now provide access to local information from all regions of the country as well as regional CBC/Radio-Canada Radio and Television programming.

Radio Canada International (RCI) signed agreements with the Beijing People's Broadcasting Station, Radio Guangdong, Voice of Vietnam, National Radio of Ukraine, Voice of Lebanon, Radio Havana Cuba, and Canal EF (French programs to Africa) for co-productions, daily or weekly RCI current affairs programs, and training and exchange of staff.

New Programs and Hosts

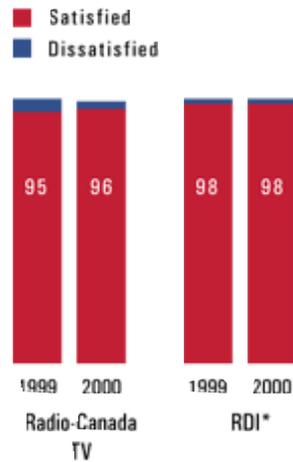
During 2000-2001, English Television launched two high-profile evening news programs: *CBC News: Canada Now* and a revitalised *The National*, a seamless, integrated package of national and international news and information. *Canada Now* (6-7:00 p.m. weekdays) features a half-hour of national news hosted by Ian Hanomansing in Vancouver, paired with a half-hour of local news originating in 14 CBC/Radio-Canada stations across the country. *The National* (10-11:00 p.m. weekdays), hosted by Peter Mansbridge, consists of extended, high-quality coverage of the day's top stories, followed by provocative, insightful analyses, documentaries and features. The first half-hour of *The National* and the national news portion of *CBC News: Canada Now* are presented without commercial interruption, a remarkable achievement in North America. Overall, commercials broadcast during the hour have been reduced from twelve to six minutes.



1. Alison Smith, host of Sunday Report, English Television and Newsworld; 2. Yannick Villedieu, host of Les années-lumière, Première Chaîne (French Radio); 3. Ian Hanomansing, host of CBC News: Canada Now, English Television; 4. Bob McDonald, host of Quirks & Quarks, Radio One; 5. Stéphan Bureau, host of Le Téléjournal/Le Point, French Television; 6. www.cbc.ca and www.radio-canada.ca

Viewer Satisfaction with Radio-Canada TV and RDI

Francophones 3+ (%)



Among cable subscribers
Total may not add up to 100 due to the exclusion of "don't know/not stated"
Source: ORS 1999-2000

were produced for *This Morning*, *The Sunday Edition*, *Quirks and Quarks* and *Tapestry*, and more original programming was added to *Ideas* and *Richardson's Roundup*. Staff secondments were made between New Media and CBC Radio Information program units to boost expertise in content development.

In September, Shelagh Rogers became host of Radio One's *This Morning*, while Michael Enright moved to *The Sunday Edition*. Radio One's morning, noon and afternoon current affairs programs continued from almost 40 locations across Canada, while CBC Radio Windsor celebrated 50 years of current affairs coverage. Launched this year was *Dispatches*, a weekly international affairs program hosted by veteran foreign correspondent, Rick MacInnes-Rae.

On French Radio's Première Chaîne, two popular programs became national broadcasts this year: *Indicatif présent*, hosted by Marie-France Bazzo, and *Pourquoi pas dimanche ?*, hosted by Joël Le Bigot. French Radio also improved its news coverage by opening two regional



The number of viewers tuning in to the news segment of the revitalised *The National* increased by five per cent, while the number of viewers tuning in to the current affairs segment of the same program increased by 10 per cent, compared to the number of viewers during the same weeks a year previously.

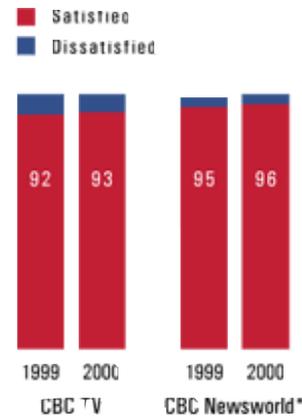
French Television offered four daily newscasts covering regional, national and international stories, in addition to weekly public affairs programs, while *Zone libre* presented investigative national and international reports, and *Enjeux* looked at social, economic and cultural issues.

To better serve its viewers the Réseau de l'information (RDI) began in Autumn 2000 to air the first edition of *Le Téléjournal/Le Point*, hosted by Stéphan Bureau. And Newsworld expanded *Newsworld Today*, live from Toronto and Calgary, from two to four-and-a-half hours weekdays.

English Radio added a foreign bureau in Jerusalem to those in London, Moscow, Bangkok and Washington. There were major reinvestments in regional news reporting and information programming this year. Over 50 new documentaries

Viewer Satisfaction with CBC TV and CBC Newsworld

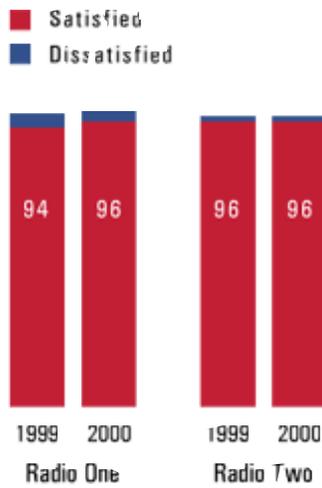
Anglophones 8+ (%)



Among cable subscribers
Total may not add up to 100 due to the exclusion of "don't know/not stated"
Source: ORS 1999-2000

Listener Satisfaction with Radio One and Radio Two

Anglophones 8+ (%)



Total may not add up to 100 due to the exclusion of "don't know/not stated"
Source: QRS 1999-2000

In 2000-2001, RDI broadcast nearly 1,000 specials – and Newsworld more than 1,200 – on social, economic and political happenings at home and abroad. Two important Canadian events are noted here.

The Federal Election

All of CBC/Radio-Canada's media lines worked together to provide Canadians with thorough coverage and analysis of the issues, candidates and parties in the federal election campaign in Autumn 2000. Local, regional and national staff demonstrated the best in national public broadcasting and the effectiveness of an integrated media Corporation. We are very proud of the professional and logistical accomplishments of our journalists and technicians in this challenge.

CBC/Radio-Canada's outstanding coverage of the federal election distinguished us from private broadcasters. On Election Night, Radio-Canada's coverage, hosted by Bernard Derome, garnered 35 per cent of the Francophone audience, and English Television's coverage, hosted by Peter Mansbridge, attracted the largest English-language audience – an average of 1.9 million viewers, peaking at 2.6 million.

bureaus in St. John's (Newfoundland) and New-Liskeard (Ontario). There was also new local programming in the Sherbrooke region and, in Calgary, for broadcast throughout Alberta, the Première Chaîne launched a weekend program entitled *Samedi l'dimanche*.

The Chaîne culturelle expanded its reach with new transmitters in Rouyn, Val-d'Or and Campbellton and, as of March 2001, the Chaîne culturelle is broadcast in Sudbury, as well.

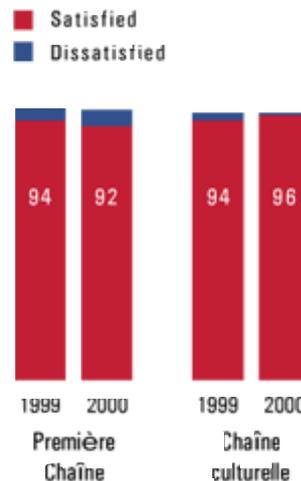
RCI hired correspondents in Ottawa and Toronto, bringing the total of regional reporters to seven, and added Mandarin and Russian to its list of Cyberjournals in English, French and Spanish. Cyberjournals consist of news, sent free daily via e-mail to subscribers around the world.

The Big News Events of the Year

CBC/Radio-Canada covered the big news stories of the year. Newsworld and RDI provided live coverage unparalleled in this country, allowing Canadians to witness ceremonies surrounding the Return of the Unknown Soldier, the unveiling of the monument to the Famous Five, the funeral of Maurice Richard, Tall Ships 2000 from Halifax, and the Queen Mother's 100th birthday.

Listener Satisfaction with the Première Chaîne and the Chaîne culturelle

Francophones 18+ (%)



Total may not add up to 100 due to the exclusion of "don't know/not stated"
Source: QRS 1999-2000

The Passing of the Rt. Hon. Pierre Elliott Trudeau

CBC/Radio-Canada was the first to report the passing of the Rt. Hon. Pierre Elliott Trudeau. From September 28 to October 3 special programming and documentaries were presented entirely without commercials, even pre-empting some of CBC/Radio-Canada's own Olympic broadcasts.

CBC/Radio-Canada's journalistic leadership and credibility motivated 350,000 unique visitors to turn to our websites for this story. Prompted by great public appreciation of the coverage, CBC/Radio-Canada has compiled and released a commemorative video entitled *Pierre Elliott Trudeau: 1919-2000* as part of this nation-binding moment in Canada's history. Proceeds from the sale of the video went to a charity of the family's choice.

Special Programming

CBC/Radio-Canada created numerous specials this year, some concerning unique happenings or anniversaries and others focusing on important topics. We note a few.

In April 2000 Radio One's *As It Happens* marked the 25th anniversary of the fall of Saigon with *The Helpful Fixer: Canada and the Vietnam War*. *As It Happens* has a weekly reach of 900,000. In January 2001, Radio One's *This Morning*, with a weekly reach of 1.7 million, provided special coverage from Baghdad of the 10th anniversary of the start of the Gulf War.

Also in January, Radio One throughout Nunavut celebrated Inuktitut Language Week with daily Inuktitut lessons and discussions with elders and youth about the future of the language. Radio One also carried *Great Canadian Story Engine*, a partnership between Radio, New Media and the Canadian Film Centre, hosted by David Gutnick who traveled across Canada collecting Canadian stories (700 to date) for regional programs and *This Morning*. Radio One and Newsworld aired the celebrated *Massey Lectures*, this year delivered by Michael Ignatieff who spoke of *The Rights Revolution*. Newsworld also presented the *Lafontaine-Baldwin Symposium* with Alain Dubuc.

Among French Television's special programming this year was a 90-minute debate concerning the future of Quebec, during which moderator Jean-François Lépine heard the views of Alain Dubuc, Jean-François Lisée and Guy Laforest. In May 2000, there were also numerous special presentations commemorating the life of Maurice Richard.

Our English services this year introduced a series of special programs focusing on topical subjects. Over one or more days on Radio, Television and New Media, *The Big Picture* examined issues such as reproductive technology, road safety, and the economy. On March 20, 2001, *Ready for Retirement?* presented stories on English Television's *The National*, *Marketplace*, and *Canada Now*, as well as on Radio One's *This Morning* and *Metro Morning* (in Toronto), and complementary coverage in *The Toronto Star*.

English Television staged and televised various *National Townhall* programs, including *Canadian History: Turning Points*, hosted by Peter Mansbridge with a studio audience and panel of experts.

A True Cross-cultural Program

Newsworld and RDI this year commissioned 23 new episodes of *Culture Shock/Culture-choc*, the only regular program on Canadian television seen simultaneously in English and French Canada. *Culture Shock/Culture-choc* follows the cross-country travels of young video journalists as they explore the different traditions and lifestyles of Canadians.

Science, Technology, Health

We live in an age highly influenced by advances in our knowledge of science, technology and health. Canadians deserve accurate and timely information in order to understand these disciplines and to make informed decisions about their lives. For this reason, CBC/Radio-Canada reports related discoveries in the daily news as well as in longer analytical features and programs.



Two of CBC/Radio-Canada's most renowned and long-running programs celebrated not only excellence but also longevity this year. *The Nature of Things with David Suzuki* marked its 40th anniversary on English Television, and Radio One's *Quirks and Quarks*, with a weekly reach of 500,000, celebrated its 25th anniversary in October 2000.

English Television's *The National* regularly featured in-depth scientific and medical stories presented by award-winning reporter, Eve Savory. This year Eve Savory discussed, among other topics, *Genome Day: Cost of Survival* (the effects of cancer-beating radiation and chemotherapy on children's growing organs); *Reproductive Technology*, and *A Whale for the Watching*.

Newsworld provided *Health Matters* daily, to help viewers make sense of the complex and often contradictory health information now in our society. This year *Health Matters*, hosted by Norma Lee MacLeod, examined such topics as cerebral palsy treatment, Alzheimer's drugs, prostate cancer, and multiple sclerosis, and also relayed recent doctors' warnings concerning "light" cigarettes, laser surgery, and iron supplements for senior citizens, to name a few. *Health Matters'* website at cbc.ca contains reports from current and previous shows.

French Television aired the 13th consecutive season of *Découverte*, a weekly show about pure and applied science and technology and their impact on health and the environment. *Découverte* won two Prix Gémeaux 2000. French Television also presented a special, hosted by Bernard Derome, entitled *Votre santé... mais à quel prix!* looking at the Canadian health care system. RDI broadcast *Branché* concerning new information technology, and French Radio provided *La minute Internet* on Radio as well as on the Internet.

CBC/Radio-Canada Television, Audience Shares

(%)

■ All Day (24 hours)
■ Prime Time (7-11:00 p.m.)



Weekdays this year, the Première Chaîne and the Chaîne culturelle simultaneously broadcast two-minute science and technology bulletins entitled *Info-science*. In May 2000, *Les années-lumière*, on the Première Chaîne, broadcast the annual colloquium of the Association canadienne-française pour l'avancement des sciences at the University of Montreal.

*to*radio.com premiered this season as a regular weekly program on Radio One. From Studio R3 in the CBC Broadcast Centre in Vancouver, *to*radio.com is an interactive live program with an emphasis on the implications of new technology. Listener-participants tune in via Radio One, Internet (*to*radio.com), and digital radio DAB (in Vancouver).





Dynamic Arts, Performance and Entertainment Programming

An important aspect of CBC/Radio-Canada's mandate is to entertain Canadians through reflective, inspiring or amusing programs. For nearly 65 years CBC/Radio-Canada has presented national and international music, drama, variety and comedy, contributing in a fundamental way to the nurturing and exposure of Canadian performers and the building of production teams to record and air their works.

CBC/Radio-Canada leads Canadian broadcasters in regularly exceeding the CRTC's Canadian content requirements. For example, in recent years, English Television has been "Canadianising" its schedule, such that this year we can boast of its record 94 per cent Canadian content during peak evening hours from October to March 2001, even reaching 100 per cent some weeks. By contrast, the CRTC's minimum Canadian content requirement is 80 per cent in prime time.

English Radio's commitments to Canadian music are the highest in the Canadian radio industry, and French Radio's long-standing celebration of Francophone music is a mainstay of its audiences.

The Year in Review

French Television has had one of its most productive years, creating seven new Canadian series for the 2000-2001 season. French Television broadcast over 260 hours of original dramatic Canadian productions, and dramatic programs aired by French Television won 21 Prix Gémeaux 2000 in all categories. French Television also broadcast numerous Canadian films, including *Le Violon rouge*, *C'tà ton tour*, *Laura Cadieux*, *Les Boys* and *Le Coeur au poing*.

English Television continued to develop a thematic grouping of programs during prime-time on different nights, as part of its transformation to a more distinctly public Television network. For instance, on Monday and Friday nights a block of great Canadian humour was presented,

capped off by drama. Thursdays were reserved for *Opening Night*, a new, regular two-hour commercial-free showcase for arts performance, and Saturdays, traditionally, have been reserved for *Hockey Night in Canada*

English Television was the presenter of eight of the 10 most popular Canadian entertainment series aired on English television during the 2000-2001 season. *Royal Canadian Air Farce* was the top-ranked program, with an average audience close to 1.2 million Canadians. *Talking to Americans* with Rick Mercer was by far the most popular Canadian entertainment special on English Television this season with 2.7 million viewers. It is no wonder that programs appearing on English Television this year won 32 Gemini Awards.

Outstanding Performing Arts Programming

French Television continued its tradition of presenting cultural performances each Sunday night on *Les Beaux Dimanches*. During Spring and Summer of 2000, this exceptional showcase for the performing arts featured concerts and made-for-television plays under the themes, *Rendez-vous au théâtre* and *L'Été de la musique*, broadcasting such programs as *Une maison, un jour* (1970) by Françoise Loranger, and *L'Échéance du vendredi* (1971) by Marcel Dubé.

Les Beaux Dimanches also presented music festivals from different parts of the country: the Festival international de jazz de Montréal, the Festival d'été international de Québec, *L'Acadie en couleurs*, and *De Fête et de fierté : le 25^e Festival franco-ontarien*. Other productions shown were *Les Femmes savantes*, from Théâtre du Trident in Quebec City, *Don Quichotte*, from the Théâtre du Nouveau Monde in Montreal, as well as concerts by the Orchestre symphonique de Montréal, Bach's *Christmas Oratorio* and *Handel's Messiah*.



1. Lorne Elliott, host of *Madly Off in All Directions*, Radio One; 2. Marc-André Doran, host of *Concert et compagnie*, Chaîne culturelle (French Radio); 3. "Beatrice Chancey", Canadian opera featured on *Opening Night*, English Television; 4. Mark Mondiesir and Mark Taylor, *Drop the Beat*, English Television; 5. Normand Daneau, Macha Limonchik, Patrick Labbé, Julie McClemens and Vincent Graton, *La Vie la vie*, French Television; 6. Jimena Vergara, host of *Brio*, French Television; 7. Eleanor Wachtel, host of *The Arts Today*, Radio One; 8. Stéphane Breton and Macha Grenon, *Mon meilleur ennemi*, French Television

Top 10 Canadian Entertainment Series in English, 2000-2001

RANK	NETWORK	PROGRAM	AMA ¹ (000)
1	CBC	RCAF	1192
2	CBC	This Hour Has 22 Minutes*	977
3	CBC	Red Green Show*	782
4	CBC	Da Vinci's Inquest ^{1*}	752
5	CTV	The Associates	705
6	CBC	Wind At My Back*	694
7	CBC	RCAF (r)	581
8	CBC	Made In Canada*	562
9	Global	Popstars	552
10	CBC	Halifax Comedy Fest	519

* Program received CTF funding

¹Average audience in previous time slot = 718 (Da Vinci's Inquest)

Note: Prime time series only, weeks 6-32

Source: CBC Research (Nielsen Media Research)



In February, English Television introduced *Opening Night*, a commercial-free prime-time showcase for Canadian and international performing arts. *Opening Night*, which regularly presents two uninterrupted hours of the best in ballet, opera, jazz, modern dance and classical music, confirms English Television's strong commitment to the arts in Canada. *Opening Night* has already presented *The Four Seasons* (the North American premiere of the National Ballet of Canada's production); the acclaimed contemporary Canadian opera, *Beatrice Chancey*; a concert by Canadian tenor Ben Heppner with the National Arts Centre Orchestra; twenty years of jazz legends at the Montreal International Jazz Festival, narrated by Diana Krall; and *Don Quixote: The Impossible Dream*, a film directed, choreographed and danced by Rudolf Nureyev.

Specials

This year, English Television gave the spotlight to Gordon Lightfoot, The Guess Who, Bruce Cockburn, and Cathy Jones, and presented a tribute to veteran CBC actor, Al Waxman, following his unexpected death. Movies and mini-series included *Heart: The Marilyn Bell Story*, *Scorn*, *Virtual Mom*, and *Revenge of the Land*. French Radio's the Chaîne culturelle presented a documentary on John Nugent as part of the 10th anniversary of *Silence... on jazz !*, airing Saturday nights.

Numerous popular award shows were also presented this year. French Television broadcast the Prix Gémeaux, while English Television broadcast the 15th Gemini Awards, the Genie Awards, the National Aboriginal Achievement Awards, the Governor General's Performing Arts Awards, the East Coast Music Awards, and the 30th Juno Awards (watched by 1.1 million viewers this year). Preceding the awards shows, English Television broadcast a special presentation of groups featured on the popular *Music Works* series which had been nominated for Juno awards. French Radio provided live coverage, from the Salon du livre de Paris, of the awarding of the Prix littéraire Anne-Hébert; this prize is co-sponsored by the Centre culturel de Paris and CBC/Radio-Canada's French Radio.

Our popular online *iCulture/Info-culture* sites covered the Geminis/Gémeaux, Genies and Junos/ADISQ. Leading up to the live broadcasts, the sites featured reviews, profiles and interviews with actors, filmmakers, producers, musicians and artists. During the shows there were exclusive live interviews and audio-video clips of the action backstage.

Top 10 Canadian Drama and Entertainment Series in French, 2000-2001

RANK	NETWORK	PROGRAM	AMA ¹ (000)
1	Radio-Canada	4 et demi	1774
2	Radio-Canada	Mon meilleur ennemi	1471
3	Radio-Canada	Un gars, une fille*	1344
4	Radio-Canada	La Vie la vie*	1341
5	Radio-Canada	La petite vie – reprises	1191
6	Radio-Canada	La fureur	1124
7	Radio-Canada	Virginie	1089
8	Radio-Canada	Tag*	1067
9	Radio-Canada	Bouscotte	1001
10	Radio-Canada	Caserne 24*	845

*Program received CTF funding

¹Average of weeks 2 to 31

Source: CBC Research (Nielsen Media Research)

Drama

CBC/Radio-Canada has a long and distinguished tradition of presenting Canadian drama and this season's offerings were no exception. On English Television, *Da Vinci's Inquest*, an award-winning ratings hit, returned to its huge and loyal audience for a third season. *Drop the Beat*, the critically acclaimed hip-hop drama, ran its first full season, along with the innovative new multi-media program, *Our Hero*, and *Edgemont*, a weekly teen drama series from Vancouver.

French Television is always on the lookout for new talent: among the seven new drama series shown during the season (*Tag*; *Haute surveillance*; *Mon meilleur ennemi*; *La Vie la vie*; *Sous le signe du Lion II*; and *Fred-Dy*), several were by newcomers to television scriptwriting.

English Radio offered nearly 100 original Canadian radio dramas this year, and in May and June 2000, Radio One and Radio Two ran the Bank of Montreal Stratford Festival Series. The majority of dramas presented on French Radio's the Chaine culturelle were created in different regions of Canada and broadcast on the program *Alexis Martin* présente.

New Media introduced chat sessions on *cbc.ca* and *radio-canada.ca* with a number of CBC/Radio-Canada actors and personalities this year, which proved to be very popular amongst our audiences.

Comedy

On Monday and Friday nights, English Television presented distinctive Canadian humour in regular programs such as *This Hour Has 22 Minutes*, *Royal Canadian Air Farce* (both in their eighth seasons), *Made in Canada*, *The Red Green Show* (both in their third seasons), and newcomer, *The Broad Side* (originally a very successful Radio One series).

French Television featured two new sitcoms which helped to renew the genre: *La Vie la vie*, about a group of thirty-something friends, and *Le Monde de Charlotte*, spotlighting an eight-year-old girl and her family. It also offered a new series, *Infoman*, which took a humorous look at news events.

Comedy is also very popular on Radio One. *Madly Off in All Directions* has for years provided a platform for Canadian comedians and musicians in different locales across the country, while *Muckrakers* is a new political satire about investigative Web reporters.



Culture and Variety

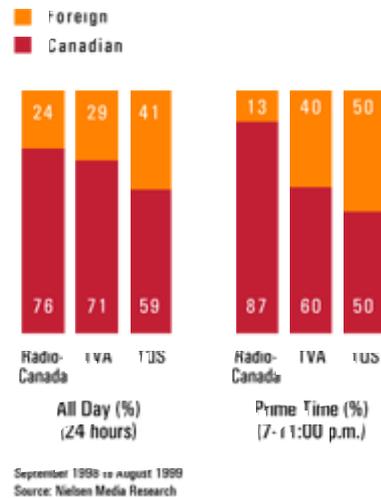
CBC/Radio-Canada regularly runs programs informing Canadians on activities, awards and personalities in the arts. Radio Two's *The Arts Report* has been heard week-days since 1977, while locally focused *The Arts Update* is heard each day on Radio Two. Radio One also airs *The Arts Today*, hosted by veteran reporter Eleanor Wachtel. Newsworld provides *On the Arts*, and *Hot Type*, a program looking at contemporary books and authors.

In 2000-2001, French Television added a new cultural magazine, *MC* – a program concerned with culture in the broadest sense of the word and in all areas of artistic and cultural expression – to its existing programs describing cultural life in Canada. The other programs were: *Jamais sans mon livre*; *Expresso* (on Ontario's culture); and *Trajectoires* (replaced by *Brio* in January and covering Acadian culture). French Radio broadcast cultural programs such as *Info culture* and *Multimédi'art*, and also posted a cultural magazine on radio-canada.ca/culture.

CBC/Radio-Canada's electronic magazines, *iCulture/Info-culture*, contain a wealth of information on the arts in Canada and around the world. This year the English *iCulture* site provided special sites for both the Giller Prize and the Governor General's Performing Arts Awards. Following Pierre Elliott Trudeau's death, there was extended coverage in the Cultural Politics section with Canadian artists reflecting on the former Prime Minister's legacy.

Radio One continued its award-winning variety programs this year. *Richardson's Roundup*, weekday afternoons, increased its episodes and original material; its weekly reach was over 900,000. *Definitely Not the Opera* on Radio One Saturday afternoons reached about half a million people each week. *Vinyl Café* heard on both Radio One and Radio Two reached about 600,000 listeners. *Basic Black* on Radio One Saturday mornings had a reach of about 650,000. The latter two programs are often recorded live on locations across Canada to large and enthusiastic audiences.

French Television, Canadian Content Provider



On French Television, the variety program *L'Ecuyer* was considerably revamped. Daytime cultural programming was renewed with a new 90-minute service magazine show, *C'est simple comme bonjour!*, and *Liza*, back on the air in a new format allowing more room for discussion of social issues as well as audience participation.

English Television's *Life & Times* presented its 100th episode, a profile of astronaut Chris Hadfield. For the last six years, this popular program has delivered biographies of interesting Canadians.

Documentaries

The documentary is another form in which CBC/Radio-Canada has a long history of excellence.

English Television this year presented documentaries on such diverse subjects as, *Star-Spangled Canadians* (about Canadians who have moved to the United States); *Black October* (on the FLQ crisis); *Oedipus Unmasked* (about the Stratford Festival); and *10 seconds to Eternity*.



True to its commitment, French Television premiered numerous Canadian documentaries in prime time, notably on the *Docs en stock* series and on *Zone libre*, the weekly current affairs program which occasionally shows original documentaries. Featured were documentaries such as *Anticosti au temps des Menier*; *La fièvre du samedi matin*; *La technologie mangeuse de chair*; *Frenchkiss : la génération du rêve Trudeau*; *Barbeau, libre comme l'art*; and, *Grandir dans la rue, 12 ans plus tard*. Regional stations also broadcast in their own viewing areas documentaries from regional independent producers, among them: *Moi, Émile Petitot, missionnaire et explorateur arctique*, and *Voyage au nord du monde*, seen on stations in the West; and *Question de taille*, broadcast by our Ottawa station.

Newsworld's investment in the independent film community increased this year with 26 compelling and provocative documentaries commissioned for *Rough Cuts* and *The Passionate Eye*. Newsworld and RDI also co-produced six documentaries hosted in both languages by award-winning Michaëlle Jean.

Newsworld continued to produce *Moral Divide*, a weekly window on spiritual, religious and ethical issues behind the news stories, in cooperation with Vision TV.

French Radio's the Chaîne culturelle presented documentaries on *Des idées plein la tête*, hosted by Bernard Derome, while *Entretiens et confidences* featured interviews with personalities such as Pierre Morency and Françoise Faucher.

Music

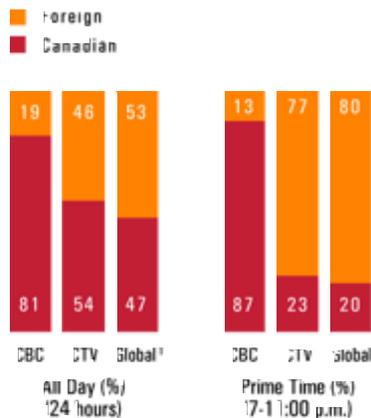
Music programming, especially that featuring Canadian performers and compositions, is a staple of CBC/Radio-Canada's offerings. English Radio offers at least 50 hours per week of original performance programming, heard on such continuing programs as Radio One's *On Stage*, Radio Two's *Symphony Hall*, *Choral Concert* and *In Performance*. Music and Company, *Take Five*, and *Disc Drive*, also on Radio Two, all reached almost 600,000 listeners each week this year. *Music for a While* had a reach of over 300,000 listeners each week, while the long-running *Saturday Afternoon at the Opera* reached over 200,000 listeners each week.

There were also new programs: *I Hear Music*, a weekend program launched in September 2000; and *Northern Lights*, a weekday classical music program broadcast out of Winnipeg on Radio One and Radio Two with an audience reach of over 300,000.

CBC Radio Two collaborated with the Chaîne culturelle in September 2000 to record and broadcast a series of four concerts held at the Canadian Centre for Architecture in Montreal. In November 2000, Radio Two celebrated *Mahler Week* with original performances and documentaries across a range of programs.



English Television, Canadian Content Provider



September 1999 to August 2000
 Global is Ontario Network only
 Source: Nielsen Media Research

Earlier, in May 2000, Radio Two – in partnership with the Chaîne culturelle and the Canada Council for the Arts – broadcast the finals of the CBC Radio Competition for Amateur Choirs 2000 featuring choirs performing live-to-air in six CBC/Radio-Canada centres across Canada. In late March 2001, CBC/Radio-Canada's French Radio and English Radio, in collaboration with Jeunesses musicales du Canada and the Canada Council, ran the 14th CBC/Radio-Canada National Competition for Young Composers. An international jury awarded \$43,000 to composers in three categories. *The Breaking the Sound Barrier* concerts will be broadcast on Radio Two's *Two New Hours* and *In Performance*, as well as on the Chaîne culturelle. CBC Radio also organises the Canadian Literary Awards and in partnership with French Radio, the National Competition for Young Performers. Through such competitions, CBC/Radio-Canada discovers, encourages and promotes Canadian talent.

English Television broadcast two series of *Music Works*, a program featuring some of Canada's hottest bands and performers as well as talent new to the music scene. The program, which showcases bands in front of a live audience, is part of the network's strategy to encourage young musicians from across the country.

The Première Chaîne is regularly associated with at least 20 festivals across the country, including *Chant'ouest*, *Ontario pop*, festivals in Granby and Petite-Vallée, the *Festival de la chanson de Caraquet*, the Francopholies of Montreal and the Francouvertes. This year, the Chaîne culturelle presented *Concert et compagnie* from Rimouski

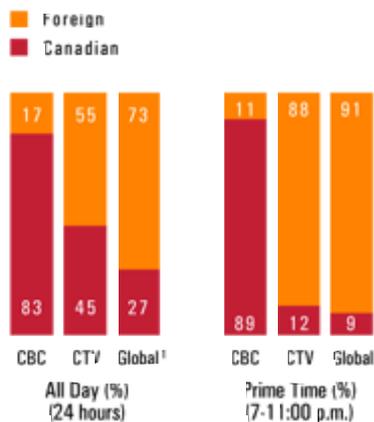
and the *Festival international du cinéma en Acadie* from Moncton. As well, the network released the CD of the Orchestre symphonique de Trois-Rivières playing the music for Cirque Éloize's *Cirque Orchestra*.

The Première Chaîne this year added three new offerings: *C'est du Jolis*, a national program of Francophone song; *Les techno mutants*, live from Moncton, featuring new sounds; and a new website for *Les refrains d'abord*. Continuing programs on French Radio included: *Concert aux beaux-arts*, *Concert et compagnie*, *Escale jazz*, *L'opéra du samedi*, *L'opéra du Métropolitain*, and *Radio-concerts*. From Quebec City and Winnipeg, Francophone song was broadcast on the Première Chaîne's weekly *Sur un air d'aller*.

New websites were developed to support Radio Two activities this year: *Music and Company*, *Take Five*, *I Hear Music*, *Mahler Week*, *Landmines Concert*, the CBC/Radio-Canada National Competition for Young Composers, and CBC Records/Les disques SRC.



English Television, Viewing to Canadian Programming



September 1999 to August 2000
 Global is Ontario Network Only
 Source: Nielsen Media Research

Galaxie

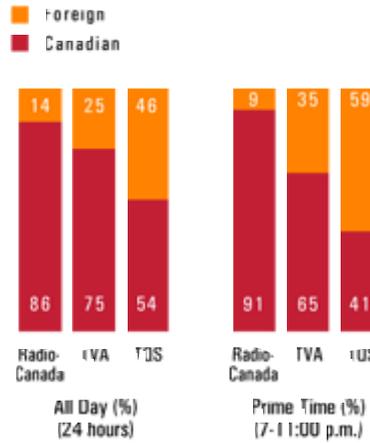
Another important source of music is found on Galaxie, CBC/Radio-Canada's continuous music network. After only three-and-a-half years of operation, Galaxie is by all measure a success story. It already has 1.8 million subscribers and its list is still growing. Run as a commercial venture, Galaxie has a double mission: to generate revenue for the public broadcaster and to provide an extension to the cultural mandate of CBC/Radio-Canada by presenting quality programming to the public and contributing to the development of Canadian talent.

By hiring the best programmers available from across the country, Galaxie has been able to offer consistently high-quality music programming, in 30 different genres, through satellite, cable and microwave digital distribution systems. For two years in a row, Galaxie has registered satisfaction indexes of 95 per cent amongst its listeners across Canada.

Galaxie is more than a commercial venture, however, because it provides an important and growing platform for Canadian artists, well beyond what is offered by commercial radio, confirming the importance of CBC/Radio-Canada in the promotion of Canadian talent.

Proud to spotlight homegrown musicians and performers on the vast selection of non-stop music channels it offers Canadian listeners, Galaxie has developed a new approach to the CRTC condition of licence to foster music in Canada through its creation of the Rising Stars Program. This program, which is developed and managed in collaboration with several partners nationwide, consists of two main

French Television, Viewing to Canadian Programming



September 1999 vs August 1999
Source: Nielsen Media Research

features: cash grants, which are awarded to rising stars and managed by Galaxie's various Star Partners; and, promotions or sponsorships, which encourage organisations or Star Partners to develop new platforms for up-and-coming artists.

Since its launch in 1997, Galaxie has dedicated over \$600,000 to the development of Canadian talent. Amounts available to the Galaxie Rising Stars Program keep growing each year, with Galaxie dedicating 4 per cent of its annual gross revenue to this end.





Improved Services for Children and Youth

CBC/Radio-Canada is proud of its long tradition of excellence in children's programming. We value children's learning and entertainment needs, and understand the importance of providing a Canadian perspective on the world while nurturing future audiences for high-quality Canadian public broadcasting.

English Television added 750 hours of additional programming for young people this year, an increase of nearly one-third over last year. This expanded block of innovative and commercial-free programming for young viewers and their parents is an important part of the English Television transformation plan. Thirteen new series (including *Edgemont*, *Daring and Grace: Teen Detectives*, and *Back to Sherwood*) were launched this season, bringing the total number of hours of programming for children and youth on English Television to 40.5 hours over seven days each week. Here are some highlights of the new schedule.

Get Set for Life (8:30 a.m. to noon weekdays), for preschoolers and their parents, provides educational commercial-free programming focusing on the social, intellectual and emotional development of children aged 2-5. *Get Set for Life* has attracted significant new audiences, increasing the nationwide share in the 2-11-year-old demographic to 24 per cent, an almost 50 per cent increase over last year. English Television has the largest children's audience in Canada during this time.

CBC4Kids (7:00-8:30 a.m. and 4:00-5:00 p.m. weekdays; 7:30-9:00 a.m., Sundays), a cooperative effort between English Radio and Television, presents entertaining, challenging, provocative programs for children aged 6-11. *CBC4Kids* will offer such new shows as Scholastic's *Horrible Histories*, *Zoboomafoo*, *CBCNews. Real*, a five-minute newscast for children, and *The Magic School Bus*. *CBC4Kids* and *Get Set for Life* are complemented by the award-winning website, www.cbc4kids.ca.

The *cbc4kids* website provides original Canadian content, including exclusive interviews with Canadian authors, musicians and athletes, as well as a safe place on the Internet to chat and publish stories, essays, poems and jokes. Traffic to the site increased tremendously this year: monthly page views tripled from January 2000 to January 2001, and membership in the Kids Club increased by one-third between September and December 2000.

CBC4Kids provided extensive coverage of the Harry Potter mania, including *Hot Type's* interview with J.K. Rowling – the only interview the author granted on her Canadian tour. The grand finale was a live webcast of the author's news conference with reporters young and old.

In February 2001, the *cbc4kids* website launched *Behind the Bands*, a new monthly feature profiling Canadian pop groups; and English Television's award-winning weekly program, *Street Cents*, the only consumer show for young people in North America, hosted an online entrepreneurial chat with three business advisors.

French Television improved its service to young people this year, as well. In 2000-2001, there was an average of 20 hours per week of programming for children and youth. Of these 20 hours, 14 were Canadian productions.

Launched this year, *Au m@x*, for 9-12-year-olds, portrays young people in the 10-20 age range who exemplify perseverance, self-confidence and commitment. *Science point com*, a dramatic series produced in Ottawa for 9-12-year-olds, explores aerospace, robotics, electronics, information technology, and palaeontology.

Weekday mornings, children's programming is framed in a new block of animation, *La Dimension jeunesse*, which suggests to children a magical and spectacular entry into a virtual universe.



1. Alyson Court and Michael Clarke of *Get Set for Life*, English Television; 2. *Zoboofoo*, English Television; 3. *Fd6*, French Television; 4. *CBC4Kids*, English Television; 5. Ken Lima-Coelho and Kristina Barnes, hosts of *CBC News.Real*, English Television; 6. Andrew Bush, Kim D'Eon and Connie Walker, host-reporters of *Street Cents*, English Television; 7. Kristen Kreuk and Dominic Zamprogna, *Edgemont*, English Television; 8. Elyse Marquis, host of *0340*, French Television; 9. France Parent and Charles Gaudreau, *Bouledogue Bazar*, French Television; 10. *The Lizard* Youth programming, French Television; 11. *Arthur*, English Television; 12. Steeve Diamond, host of *Au m@x*, French Television

Clan Destin, for 10-13-year-olds, produced and broadcast in the four French Television stations in Western Canada, began its fifth season in January 2001, and the popular youth "téléroman" *Watatatow*, not only celebrated its 10th season but also won the Prix Gémeaux for best youth series, all categories.

Daily news programs for 9-12-year-olds are available on RDI (*RDI Junior* – new this year), French Radio (*275-ados*) and *CBC4Kids* (*CBC News.Real*). A longer version of *CBC News.Real*, for teachers and students, is part of the Cable-in-the-Classroom Program. Interested teachers can now receive the *Guide d'exploration de la zone Jeunesse de Radio-Canada.ca pour profs* in order to help their students navigate valuable offerings. For foreign students RCI this year presented pilots, in Russian and Chinese, of English lessons for children.

From April 1, 2000 to March 31, 2001, there was an average of 500,000 frequent visitors and eight million page views each month to Radio-Canada's website for children. This year again, there were new features added to this site. Throughout the Television season, a very successful chat session, with up to 250 simultaneous participants, was held with popular stars. In addition, a virtual card mailing centre was developed for youngsters; more than 62,000 cards were sent over a six-month period.

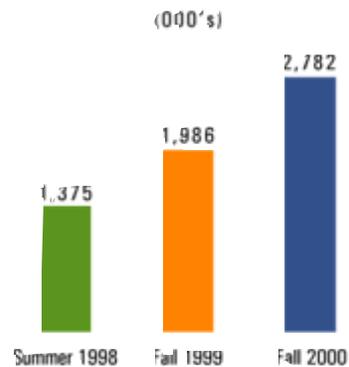
One of Radio-Canada's most popular youth websites is *Fd6* (Filière des 6), which has 155,000 subscribers. Youth subscribers choose a best buddy from amongst six virtual characters with distinct personalities and interests.

Following the popular success of *275-allô*, French Radio this year launched *Ados-radio*. In Autumn 2000, this program ran a contest entitled, *Fou, fou, fou de mon prof*. Students sent in an unprecedented 10,000 texts for this contest, which was organised with the Fédération des syndicats de l'enseignement and the Fédération des commissions scolaires du Québec.

Radio One moved its program, *Out Front*, to a regular weekday morning prime-time slot. *Out Front* invites young freelancers and newcomers to tell their stories on Radio. In April 2000, *Out Front* featured winners to its *Audio Art 2000* competition for Canadians under 25, and in June 2000, *Out Front* presented *Reality Check*, based on programming by Canadians aged 13-18. Over 600 youth responded to the *Reality Check* contest. *Out Front* also broadcast the *Festival of Comedy* from Edmonton, Whitehorse, Regina and St. John's in March 2001.

This year, English Radio launched three new websites as part of the Radio Three youth initiative. *120seconds.com*, for 15-24-year olds, features youth-inspired New Media storytelling.

**Reach of CBC/Radio-Canada Websites
Current Internet Users 18+
who have Accessed a CBC/Radio-
Canada Website***



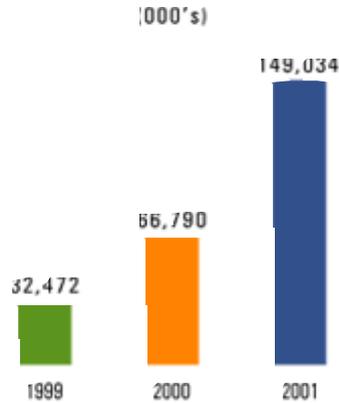
* In 1998, respondents were asked if they "ever" accessed a CBC/Radio-Canada website; in 1999, they were asked if they accessed one "in the past year"; in 2000, they were asked if they accessed one "in the past 4 months".
Source: ORS 1998-2000



justconcerts.com (studio sessions and concerts recorded especially for CBC Radio and Radio3) and *new-musiccanada.com* (recordings produced by young indie bands) celebrate music composed and performed by young Canadians. These sites have received very favourable critical review and will be expanded and marketed to attract more young Canadians to Canadian public radio programming delivered conventionally and via New Media.

French Radio launched *bandeapart.fm* (for 13-21-year-olds) on the Internet and Galaxie, as a place for emerging talent and new musical styles. This is an exciting multi-platform initiative involving Radio, the Internet, print (a chronicle printed in *La Presse*) and, in the future, Television. Since its January 2001 launch, *bandeapart.fm* has garnered great acclaim, and is a good example of a partnership that allows CBC/Radio-Canada to better reach youth.

**Total Page Requests to
CBC/Radio-Canada Websites
4th Quarter – January to March**



Source: WebTrends, .bc.ca log files



Rebalancing Amateur and Professional Sports

CBC/Radio-Canada has a long tradition of presenting Canadians with broadcasts of the best in national and international sport. CBC/Radio-Canada has broadcast seminal moments in our own athletes' careers, which have become part of defining the Canadian spirit to ourselves and to others.

This year again, CBC/Radio-Canada delivered on its promise to emphasise the coverage of amateur sports in Canada on all its media platforms. As one of the goals of English Television transformation and a commitment to the CRTC, English Television has increased its considerable coverage of amateur sports by 50 per cent over the past two years, increased the number of sports covered, and increased its commitment to sports journalism and documentaries. Likewise, this year, as part of their commitment to amateur sport, French Television and New Media have launched a website presenting news, interviews and biographical information about Canadian amateur athletes.

Olympics

From September 15th to October 1, 2000, CBC/Radio-Canada was the Sydney Olympics presenter in Canada. Despite the 15-hour time difference between Australia and Canada, CBC/Radio-Canada chose to provide live coverage of the Games. This decision won widespread praise from the press and public, at home and abroad, particularly since audiences in the United States received only taped and delayed coverage.

Our coverage involved unprecedented cooperation amongst CBC/Radio-Canada's English and French Television, Newsworld and RDI, English and French Radio, English and French New Media, and our specialty channel partners, TSN and RDS. By the end of the Games, this had resulted in 1320 hours of Olympic programming. More than 85 per cent of all Canadians had watched at least some of English Television's coverage, and 95 per cent of Canadians had tuned in to CBC/Radio-Canada's coverage across the various media platforms. English Television followed its Olympic coverage with in-depth attention to the Sydney Paralympics (November 11-26) for disabled athletes.

During the Olympic Games, French Television and New Media partnered with Bell to create the very successful website, *AllôSydney*, which received 2.6 million page views, as well as a Paralympic section which received an unprecedented number of viewers. English Television also partnered with Bell on the *HelloSydney* website.

The excellence of CBC/Radio-Canada's coverage of the Sydney Olympics was made possible, in large measure, by the use of new signal technologies on the Sydney to Toronto path. Our Corporate Engineering group ensured that high-quality, reliable circuits – at substantially lower cost – were available.

Hockey Day in Canada

English Television's emphasis on amateur sports and its long association with hockey came together in the second annual *Hockey Day in Canada*, a program that seemed to touch a chord with Canadian families and communities. Broadcast on February 24, 2001 and anchored from the Bower Ponds in Red Deer, Alberta, *Hockey Day in Canada: Celebrating the Game* took viewers to 11 different locations around the country to highlight hockey's prominent place in Canadian communities. The Day was rounded off with three games featuring the six Canadian NHL teams.

Grey Cup

In November 2000, 3.2 million Canadians watched English Television for the 49th consecutive *Grey Cup Championship Game* – this year live from Calgary – the most popular Canadian sports event on the network. A special website at *cbc.ca* offered fans information about the players, as well as history, photographs and features in the weeks leading up to the game. The game itself was webcast on the site.

Other Sports

Radio-Canada's regional New Media team assisted the zone Sports in covering, on *radio-canada.ca*, the Jeux du Québec held in Rimouski. In July 2000, English Television celebrated the Calgary Stampede with *Prime Time Showdown* featuring the world's top four cowboys competing in six events. CBC Sports, the original broadcaster of Blue Jays' games, broadcast 40 games this season. Very large audiences were again drawn to English Television's coverage of the finals of curling's Brier and the *Scott Tournament of Hearts*. CBC Sports Saturday anticipated its own coverage of the 2002 Winter Olympics by showcasing freestyle and alpine skiing, snowboarding, bobsleigh, and speed skating championships from around the world during January and February 2001. Other important sports specials covered riding, golf and downhill skiing this year.





1. Robin Brown, host of *Inside Track*, English Radio; 2. Joanne Smith, analyst, *Sydney Paralympic Games*, *Newsworld*; 3. Brian Williams and John Cerutti, hosts of the Blue Jays Baseball games, English Television; 4. François Faucher, Jean Page, Marie-José Turcotte and Pierre Dufault, *Sydney 2000*, French Television; 5. Joan McCuster, curling analyst, English Television; 6. Ron MacLean and Don Cherry, hosts of *Hockey Night in Canada*, English Television