

STUDY
OF THE NEEDS OF FRANCOPHONES OUTSIDE QUÉBEC
RESPECTING FRENCH-LANGUAGE PUBLIC RADIO
REPORT AND ACTION PLAN

FEBRUARY 1990

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FOREWORD

The Canadian Radiotelevision and Telecommunications Commission, in its decision of March 30, 1988 to renew the CBC's radio network licences, made the following request:

That the CBC undertake a study into the programming needs of Francophones outside Québec and submit a report and action plan...

It should be pointed out that, to meet the Commission's request, CBC French Radio had a large bank of data available from the outset. Over the past decade, public radio has conducted numerous regional and cross-Canada studies on listening habits, programme enjoyment and French-language public radio listener needs throughout the country.(1)

So the CRTC's request gave the CBC an opportunity to review all these issues by means of consultations with Francophones outside Quebec. These consultations were placed in the hands of an eight-member committee,(2) which visited fifteen cities across the country.(3) In all, more than 600 individuals, listeners, representatives of various organizations, radio craftspeople, creators and journalists, responded to the call. In addition, all regional SRC managers had to complete an exhaustive questionnaire designed to clarify their vision of the present and future needs of the users of French-language public radio.(4)

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- (1) See Appendix C for a summary of the results of the most significant recent study.
 - (2) See Appendix A for the members of the committee.
 - (3) See Appendix B for a list of the cities.
 - (4) See Appendix E for a copy of the questionnaire.

The CBC wishes to express its gratitude to the numerous individuals who participated in this review. The appraisals, criticisms and comments of the public, various associations and SRC employees have enabled us once again to put our finger on some constantly changing needs.

This report therefore combines the data arising from these consultations with the information drawn from recent years' research. The submission being made to the CRTC, with the approval of the CBC Board of Directors, includes objectives and action plans carefully adapted to the needs expressed by Francophones outside Québec. The CRTC will not be surprised by the fact that, as with the plan included in the report on the same communities' needs with regard to television, this plan cannot be implemented without additional funding from Treasury Board.

1. CONTEXT

Extension of the network

In February 1954, over 35 years ago, the CBC undertook to extend its French-language radio service outside Québec to Moncton. Ten years later, it was Ontario's turn, with the arrival of CBOF in Ottawa and CJBC in Toronto, to which CBEF (Windsor) and CBON-FM (Sudbury) were eventually added. In 1967, service was extended to the Pacific with the opening of CBUF-FM in Vancouver.

In the 1940s and 1950s, Francophone Prairie dwellers set up stations in St. Boniface, Gravelbourg, Saskatoon and Edmonton. These four stations received part of their programming from the CBC network. In the early 1970s, the CBC acquired these stations, thus linking up the three Prairie provinces to the full service. In October 1986, a small production centre was opened in Halifax. (1)

At present, ten of the fifteen network stations are located outside Québec, feeding 85 retransmitters and providing basic radio service to 88.5% of the population living outside Québec whose mother tongue is French. The cultural stereo service has been available to 25% of this population since the Moncton transmitter went into operation in March 1982, (see Appendix D for additional coverage data).

As may be seen, network extension has been relatively recent in some cases, and this explains why certain aspects of regional programming development are quite new.

(1)

February	1954	Moncton	September	1973	Gravelbourg
August	1964	Ottawa	September	1973	Saskatoon
October	1964	Toronto	April	1974	Edmonton
December	1967	Vancouver	June	1978	Sudbury
May	1970	Windsor	October	1986	Halifax
April	1973	St. Boniface			

(CONTEXT - Cont'd)

Development of regional programming

The huge technological challenge of providing French radio coverage over this vast territory extending over more than five thousand kilometres and six time zones gave way to the challenge presented by an immense radio space to be occupied for the daily information, culture and entertainment of nearly one million Francophones living outside Québec.

At present, outside Québec, the stations produce some 500 hours of regional programmes and about 800 newscasts weekly. These regional productions are broadcast during the best listening times, between 6:00 am and 9:30 am and between 3:00 pm and 6:00 pm, Monday to Friday(*). Every hour, from 6:00 am to 6:00 pm, newscasts report on regional current affairs. On Saturday, the period from 6:00 am to noon is available to the stations. On Sunday, the stations in Moncton, Ottawa and Toronto can produce newscasts in the morning. Owing to time differences, some stations must fill in with additional production. The rest of the time is devoted to the broadcast of network programmes. Finally, an "interregional" network allows exchanges of programmes and programme segments between stations. Small networks of stations are occasionally formed to broadcast items of shared interest.

Both regional and national content have improved as radio has adapted to the environment it serves. This explains why the service has particular characteristics largely corresponding to those of the various Francophone communities outside Québec.

* Since last September, an hour at noon has been added (see Objective IV, page 20).

CONTEXT - Cont'd)

Audience characteristics

The one obvious characteristic common to all the communities is the danger of assimilation. The seriousness of the threat depends on the political context of each province, the attitudes of other language groups, the strength of cultural identity and the scattering of people throughout the territory. Being Francophone in such circumstances nearly always means being bilingual. It means a constant struggle against assimilation and at the same time against isolation. This is the isolation of both the child whose mother tongue may sometimes separate him from other children his age and the isolation of the community as a whole, which feels more or less separate from the majority language group, as well as from the rest of the French-speaking community in Canada and abroad. In some areas, however, there is a growing interest in French language and culture, which may be seen in the popularity of immersion programmes. So the danger of assimilation, a shared characteristic at first, varies in seriousness according to the communities concerned.

From one region to another, the situation varies in many other regards. For example, the Atlantic communities have linguistic and cultural characteristics derived from their Acadian background, which clearly distinguishes them from the culture in Saskatchewan, where the Francophone population is less homogeneous and more scattered geographically.

The regional stations are therefore designed for a variety of audiences, and the particular situations and the specific resources of each area determine the roles to be played by radio. Despite these differences, Francophones outside Québec, as a whole, nevertheless regard CBC French radio as a gathering place and a focus of identification. They count on their regional stations to connect them in their mother tongue to their region, their country and the world.

(CONTEXT - Cont'd)

Roles of public radio

If we think about the cultural context of the Francophone minorities, it is easy to understand, on the one hand, the crucial role played by the CBC in preserving and developing French language and culture and, on the other, the obstacles it encounters in achieving these objectives.

French CBC Radio is the most authentic and stable means of identification and development for French speakers in Canada. Providing major access to the regions, radio is the medium best suited to reaching Francophones throughout the country. Because of its relatively low costs, and its programme design, which enables it to reflect one region to another, a region to the country and the country to a region, radio is the medium best suited to achieving public sector objectives economically and effectively.

The regional stations have a dual mission. They must first reflect their immediate environment and the sub-regions served by French CBC stations. Formed from sometimes small and often scattered communities, they force regional radio to adjust its programme content to maintain a happy medium satisfying the interests of these groups and maintaining the interest of the rest of the clientele. They must also participate at the regional level in the general mission of national radio, which is to create a link from coast to coast by fostering exchanges, informing, entertaining and participating in cultural development.

According to what people said during the consultations, the primary role of public radio is to halt the progress of assimilation. In this context, French-language public radio is perceived as a guardian of Francophone identity and cultural heritage, a gathering place, which protects it from both the assimilation and isolation mentioned earlier. People also want it to promote the talent and potential of the community, and to be the means of its development within the larger Francophone community.

The obstacles encountered by public radio in its pursuit of these objectives in minority environments stem from both **demographic realities** and a **lack of resources**. The concentration of Francophones in the eastern part of the country, more particularly in Québec, is necessarily reflected in the content of national programmes, and this is a frequent irritation outside Québec. As we will see later, similar irritation is very often felt in the sub-regions dealing with regional programming seen as being too centralized. Furthermore, the regional stations often have a hard time producing locally or for the national network because of the limited number of French-speaking performers and contributors.

Radio's ability to shrink space often gives listeners the feeling that the "magic" of radio makes it easy to meet the needs they express at little cost. The fact of the matter is that, while it is a very economical medium, particularly compared with its younger sister television, radio cannot survive on thin air. The budget constraints of recent years have greatly slowed down essential development of regional radio.

A great deal therefore remains to be done with regard to resources and tools to make sure that the regional radio stations achieve the level of development desired by both their clienteles and the CBC.

2. CONSULTATION

General observations

Consultation first revealed, that in the regions, the managers of French-language public radio have a sound understanding of the context just discussed in the previous chapter. At the same time, it corroborated many of the analyses already available to the CBC. Finally, the committee became aware of the obvious interest of Francophones in this service, which they appreciate unanimously, and of their hopes for its development in their various regions.

As we saw earlier, this interest is nourished by the fact that they feel this service meets a vital need and that it is an indispensable tool for bringing together all members of the Francophone community. Their hopes are based on their perception of the CBC's mandate to serve them.

They all realize that the budget cuts of the past five years have slowed down development of regional radio, while there remains much to be done. Despite this constraint, which appears to be with us for a few years to come, craftspeople and managers of public radio are eager to see this medium show its true worth. The general feeling of participants from outside and inside the CBC is that, of all the services provided by the CBC, regional public radio, because of its flexibility, its effectiveness and cost, is the most appropriate tool for meeting a number of needs. According to them, radio should be favoured in any restructuring of the CBC.

(CONSULTATION - Cont'd)

Specific observations

The consultations, which in all lasted about 70 hours, gave rise to about one hundred requests for service improvement and hundreds of comments shedding light on people's needs. These numerous observations have been organized under eleven headings:

1. Coverage and quality of reception
2. Regional programmes
3. Sub-regional coverage
4. Regional information
5. National programmes
6. National information
7. Youth programming
8. Encouragement of regional performers
9. Hiring of local communicators
10. Communications
11. Data bank

(CONSULTATION - Cont'd)

1. Coverage and quality of reception

There were many complaints about places where reception is poor and locations where service is not yet available. In most cases, they involved situations familiar to the CBC, which it has undertaken or expects to correct as funds become available (see the note at the beginning of the action plan on extension of coverage). Furthermore, the surveys mentioned in the foreword confirm that many people who do not listen to regional CBC stations give as their reason the lack of coverage or the poor quality of the signal. During the consultations, the following locations were mentioned in complaints:

NEWFOUNDLAND
Port au Port Bay area
St. John's area

NEW BRUNSWICK
Northeast area
Northwest area

ONTARIO
Ottawa and eastern Ontario *
Downtown Toronto
Sarnia area
London-Windsor link-up
Low-power transmitters in
 de Dubreuilville, Matachewan,
 Mattawa and Kirkland Lake
Timiscaming
Stereo service in Toronto and Sudbury

PRINCE EDWARD ISLAND
Northwest tip

SASKATCHEWAN
Gravelbourg area (night coverage)
Saskatoon area (night coverage)
Prince Albert area

ALBERTA
Edmonton area
St. Paul, Bonnyville and Cold Lake area
Banff
Jasper

BRITISH COLUMBIA
Victoria
Use of cable where Francophone population is low

YUKON TERRITORY
Whitehorse

NORTHWEST TERRITORIES
Yellowknife

* As the result of a recent favourable decision by the CRTC, this situation will be corrected in the fall of 1990.

(CONSULTATION - cont'd)

2. Regional programmes

People would like radio to draw them together even more than it does now. Some people would even like radio to assume still broader responsibilities in its social role, for example, acting as a source of training in language and communication (see heading 9 below).

People would like:

- the schedule to devote more time to regional programming by creating a noontime slot * and a period on Sunday;
- programming content to be more closely linked to all aspects of Francophone life and to take greater account of the more scattered groups and their specific needs.

3. Sub-regional coverage

The presence of public radio in a region stimulates a wave of increased needs for representation from the smaller geographical units to the bigger ones. The farther we are removed from the urban centres, which broadcast radio programmes, the more sensitive listeners are to references to time, place, space and culture made on the air. The more radio is community-oriented and local for its immediate audience, the greater the chances are that audiences outside that community will have a feeling of alienation, a feeling of looking in a distorting mirror and a feeling of being left out. In addition, some listeners have difficulty distinguishing local programmes from national ones. So listeners from St. Mary's Bay in Nova Scotia will say that the aspects of Halifax cultural life dealt with on the morning programme are of little concern to them. Halifax listeners will find that the Moncton programmes deal too much with topics of interest to New Brunswickers. Finally, for Moncton, the Montréal orientation of national radio will sometimes be regarded as less interesting.

* this took place in September 1989.

People would like:

- more mentions in regional programmes of the communities farther away from the station and, in this connection, programming to be less focused on the location of the production centre;
- greater use of freelances, or even better, journalists posted to the sub-regions;
- small production centres to be opened in some sub-regions.

4. Regional information

People complain about the lack of regional news in the evening and on weekends, which encourages consumption of English-language radio.

In public affairs programmes, people would like the content to be more dynamic, more involved in the debates and major issues of the regions.

5. National programmes

Everywhere people complain that content is heavily oriented towards Québec and even Montréal, and that it does not adequately reflect the realities of the regional audiences. People expect a more faithful representation of provincial affairs on the national level, where possible. They need to hear more about the points of view of citizens in the regions on national programmes. Some participants also claimed that their radio service did not meet their musical needs. Their only radio station talked too much at times when they would like more music.

People would like:

- the production of a weekly programme designed to maintain on-going relations and active exchanges with the Francophone community;(1)
- more topics to do with ecology and the environment;

(1) Already done: the programme Tournée d'Amérique was launched in the fall of 1989.

(CONSULTATION - cont'd)

- more music and regional preferences to be reflected in the selection;
- the cultural stereo service to be extended.

6. National information

While wanting to hear about Québec and acknowledging that a very large part of the audience is to be found there, people say they are irritated, in the newscasts and public affairs programmes, by the excessive emphasis given to this province since there are too many elements without truly national scope. (1)

People would like:

- a more accurate representation of current affairs in other provinces that are of national interest;
- each province to have a journalist assigned to national information programmes.

7. Youth programming

There is general cry of alarm: an effort must be made to recover the young people who are so strongly drawn by English-language radio, by:

- producing more programmes for children and teenagers, particularly in the regions;
- developing formats maximizing the active participation of young people;
- repeating experiences like the series of reports "David en Corée", which during the Olympics mobilized schools and thousands of Francophone schoolchildren throughout the country.

(1) At present, because of this concern, national newscasts for the regions are often stripped of Québec news and filled with secondary international news. The solution now being studied assumes the availability of funds to allow appropriate treatment of Québec news so that it is of interest to audiences outside Québec.

(CONSULTATION - cont'd)

8. Encouragement of regional performers

People would like a larger number of regional performers to have more opportunities to be heard on the regional and network airwaves and talent scouting to be more intensive.

9. Hiring of local communicators *

In many regions, the CBC production centre is the only place where Francophones interested in radio and communications careers can acquire training.

People would like:

- the stations to be given the means to assume this training role more actively;
- more talent scouting to be done to hire people from the area, particularly in communicators' jobs.

10. Communications

People find that promotion on radio and television is not sufficient and recommend that stations have the means to improve communication of information pertaining to regional and national programmes.

11. Data bank

It was recommended that more resources be devoted to creating and maintaining a bank of data on the surrounding area and Francophone contributors to have a better grasp of the area and to enrich regional programming content.

* This concern has given rise for several years to particular efforts to counteract the turnover of employees from Québec and to constitute a stable pool of personnel in the area. The solutions proposed here would be in addition to these efforts.

ACTION PLAN - PROGRAMMING

1. Action plan guidelines
2. By objective and by activity, including additional costs (in \$'000 - 1989)
3. By year and by priority activity, including additional costs (in \$'000 - 1989)

Action plan guidelines

CBC French radio, without neglecting its national mission, has taken a regionalization approach for a long time. Radio development, however, has been greatly hindered by the budget constraints that have prevailed since the early 1980s.

Radio's general economy, that is, its production, distribution, effectiveness and efficiency, cannot be beaten. For the regions and the Francophone community in general, radio is the medium that best provides most cheaply an indispensable service to Francophones outside Québec.

Generally speaking, the needs of Francophones outside Québec involve greater radio presence in the various locations. Everywhere the comments gathered mention this constant: improve technical reception of French radio and improve representation of the various localities on the regional stations and in the large regions on the network.

We must also note the need expressed by and for young Francophones outside Québec. The Francophone community must also be a place for active discussion of its reality.

As may be seen, enjoyment of public radio is fairly unanimous among Francophones outside Québec, even though there are occasional criticisms of the limited or limiting view that radio may have of regional and national reality. The farther we get from the urban centres, where radio programmes come from, the more sensitive listeners are to references to time, place, space and culture made on the air.

According to the audiences concerned, the subjects dealt with on radio could be dealt with at several levels. Nevertheless, radio cannot always adapt itself to suit the lowest common denominator. The resources required to achieve such a miracle would be exorbitant.

Being convinced that improved regional radio would mean improved national radio, CBC management fully intends to maintain and improve the French radio service for the public outside Québec. We have seen that the needs are numerous and often pressing. There is no lack of financial, demographic and geographic obstacles. On the strength, however, of the deep attachment of Francophones outside Québec to their radio service and of the talents and determination of its own craftspeople, the CBC is confident of meeting the challenge of the future.

The following action plan fits into the pursuit by French radio of its objective to provide an ever-better reflection of Canadian reality on public radio.

ACTION PLAN - PROGRAMMING

1. Action plan guidelines
2. **By objective and by activity, including additional costs (in \$'000 - 1989)**
3. **By year and by priority activity, including additional costs (in \$'000 - 1989).**

OBJECTIVE

I. Complete the creation of independent newsrooms.

ACTION PLANNED

1. Hire journalists to make up for the shortfall caused by the integrated (radio-TV) newsroom system.
2. Create journalism units for the exclusive use of radio with a view to ensuring more mobility and flexibility.

	CAPITAL	OPERATING
TOTAL *	300 **	700

* All costs indicated in this section are expressed in thousands of 1989 dollars.

** These costs are related chiefly to technical facilities and space reorganization.

OBJECTIVE

II. Inject additional resources to ensure development in the sub-regions.

ACTION PLANNED

1. Modernize and improve the network of communicators responsible for reflecting the large region in its sub-parts.
2. Hire contributors to fill these functions.

	CAPITAL	OPERATING
TOTAL	50 *	500

* This amount is related to the purchase of computer equipment.

OBJECTIVE**III. Develop programmes for children and teenagers.**

Find the means to better cover the youth segment.

ACTION PLANNED

1. Continue broadcast of the children's programme 526-ALLO launched in September 1989 and increase regional participation.
2. Design a daily programme for teenagers.
3. Establish a network of resource persons speaking for the world of youth.
4. Implement a communication plan to inform young people and interest them in this programme.
5. Produce a weekly magazine for young people made up of repeats of the best segments of programmes broadcast during the week.
6. Make more use of debates on issues concerning Francophone young people.
7. Hire a producer.
8. Hire an production assistant.
9. Hire a researcher.
10. Inject additional funding into production.

	CAPITAL	OPERATING
TOTAL	---	700

OBJECTIVE

-
- IV. Pursue the initiative taken last September of producing a regional programme at noontime.**
-

ACTION PLANNED

Inject additional funding for the initiative to be continued.

	CAPITAL	OPERATING
TOTAL	---	300 *

- * This action was taken through a reallocation of the minimum resources required to fill this time slot. Additional funds will be required for the programme content to justify the initiative.

OBJECTIVE

-
- V. Make more room for local performers and craftspeople.**
-

ACTION PLANNED

1. Inject resources into the regions to allow for more local musicians and singers on programmes.
2. Promote these performers through the distribution of appropriate support of productions to all regional stations.
3. Better recruit local communicators and contribute to their training.

	CAPITAL	OPERATING
TOTAL	80 *	300

- * This amount is related to Action No. 2 and the purchase of equipment allowing adequate copies to be made.

OBJECTIVE

- VI. Find the funding required to continue a programme on the Francophone community inaugurated in September 1989 as an immediate answer to a need expressed in this study.**

Devote more resources to the coverage of the Francophone community in general.

ACTION PLANNED

1. Maintain broadcast of "Tournée d'Amérique" launched in September 1989.
2. Increase stations' resources to ensure good follow-up of Francophone affairs at all levels.
3. Injection of additional resources to allow better interaction between the various regional components and national radio.
4. Hire a producer.
5. Hire a host.
6. Hire a commentator.
7. Inject additional funds into production.

	CAPITAL	OPERATING
TOTAL	---	250

OBJECTIVE

VII. Develop a computer inventory of Francophone contributors who could better reflect the community at the regional and national levels.

ACTION PLANNED

1. Establish appropriate research requirements.
2. Computerize data and make them accessible.

	CAPITAL	OPERATING
TOTAL	40	110

OBJECTIVE

VIII. Provide better coverage of national current affairs from each region and Parliament Hill.

ACTION PLANNED

1. Hire journalists for the regions.
2. Hire journalists for Ottawa.

	CAPITAL	OPERATING
TOTAL	200 *	900

* These costs are related chiefly to technical facilities and space reorganization.

OBJECTIVE

IX. Provide better sub-regional coverage.

ACTION PLANNED

1. Hire journalists for the sub-regions.
2. Establish more complete networks of freelance journalists.

	CAPITAL	OPERATING
TOTAL	---	600 *

-
- * The sub-regions requiring more urgent attention are (not in order of priority):

Whitehorse	Newfoundland
Yellowknife	Nova Scotia
Victoria and Vancouver Island	communities away
Northern Alberta	from Halifax
Manitoba communities	Northeastern
away from	New Brunswick
St. Boniface	
Northern Saskatchewan	Fredericton region,
Sarnia, Ontario	New Brunswick
The Timiscaming region, Ontario	Prince Edward Island
Northern Ontario	

OBJECTIVE

- X. Provide each regional station with the production facilities required to meet the needs of national programmes.**
-

ACTION PLANNED

Hire crews or increase budgets with a view to producing quality programmes for national radio, for the basic service first of all, though without excluding the stereo service.

	CAPITAL	OPERATING
TOTAL	---	1,000

OBJECTIVE

XI. Improve the resources of the public affairs programmes of regional stations to permit them to better carry out their analysis and information mandate.

ACTION PLANNED

Hire commentators, analysts and journalists.

	CAPITAL	OPERATING
TOTAL	---	800 *

* This action applies to all regional stations outside Québec.

OBJECTIVE

XII. Establish training and development programmes on a regular basis for journalistic personnel in the regions.

ACTION PLANNED

1. Set up more regular programmes for the regions.
2. Reserve additional places in national training sessions for regional staff.

	CAPITAL	OPERATING
TOTAL	---	100

OBJECTIVE

XIII. Ensure greater promotion and better communication of information on radio programmes and activities in the community.

ACTION PLANNED

1. Increase Communications' resources in the region.
2. Implement a broader communication plan.
3. Increase the means used to make information on radio activities more accessible.

	CAPITAL	OPERATING
TOTAL	---	500

OBJECTIVE

XIV. Present regional newscasts evening and weekends.

ACTION PLANNED

1. Hire additional journalists.
2. Hire additional announcers.
3. Hire additional technicians.

	CAPITAL	OPERATING
TOTAL	---	2,000 *

* This action applies to all regional stations outside Québec.

	CAPITAL	OPERATING
TOTAL - PROGRAMMING	670	8,760

ACTION PLAN - PROGRAMMING

1. Action plan guidelines.
2. By objective, by activity, including additional costs (in \$'000 - 1989).
3. By year and by priority activity, including additional costs (in \$'000 - 1989).

YEAR I

	CAPITAL	OPERATING
1. Create independent newsrooms (Objective I)	300	700
2. Develop sub-regional coverage (Objective II)	50	500
3. Produce programmes for children and teenagers (Objective III)	---	700
4. Produce a noontime programme Monday to Friday (Objective IV)	---	300
5. Make more room for local performers and craftspeople (Objective V)	80	300
6. Continue the broadcast of a programme on Francophone matters (Objective VI)	---	250
7. Establish a data bank (Objective VII)	40	110
TOTAL FOR YEAR I *	470	2,860

* All costs indicated in this section are expressed in thousands of 1989 dollars.

YEAR II

	CAPITAL	OPERATING
1. Hire 12 additional journalists (Objective VIII)	200	900
2. Ensure better coverage of sub-regional information (Objective IX)	---	600
3. Enrich means of production in the regions to feed the national service (Objective X)	---	1,000
TOTAL FOR YEAR II	200	2,500

YEAR III

	CAPITAL	OPERATING
Improve the quality of regional public affairs information (Objective XI)	---	800
TOTAL FOR YEAR III	---	800

YEAR IV

	CAPITAL	OPERATING
1. Improve training and development (Objective XII)	---	100
2. Improve communications (Objective XIII)	---	500
TOTAL FOR YEAR IV	---	600

SUBSEQUENTLY...

	CAPITAL	OPERATING
Broadcast regional newscasts evenings and weekends (Objective X)	---	2,000
TOTAL FOR SUBSEQUENT YEARS	---	2,000
TOTAL FOR PROGRAMMING	670	8,760

ACTION PLAN -

EXTENDING AND IMPROVING COVERAGE
INCLUDING ADDITIONAL COSTS (IN \$'000)

Note

The proposed action plan is taken from the comprehensive plan the Corporation developed for extending coverage of its radio and television services throughout the country in both official languages and it includes all projects pertaining to French-language radio covering Francophone communities outside Québec.

The = sign before the name of a location indicates that it involves a project corresponding to a situation that consultation has identified, whereas the + sign identifies projects targeting other localities not mentioned during consultation.

The asterisk (*) indicates that the project has received approval from the CRTC.

PHASE I**YEAR I**

	CAPITAL	OPERATING
1. Extension of the stereo service to Toronto = Toronto *	295	100
2. Extension of the basic service to the St. Paul\Bonnyville, Alberta, region = Bonnyville * + Lac La Biche	367 300	30 30
3. Extension of the basic service in the Lac Timiscaming, Ontario, region = Haileybury	300	30
4. Correction of night coverage in Prince Albert, Saskatchewan = Prince Albert + Leoville	210 210	20 20
5. Improvement of basic service coverage in northern New Brunswick = Bon Accord + Pidgeon Hill	210 170	26 21
6. Extension of the stereo service in northern New Brunswick = Neguac = Fredericton\St. John + Edmundston + Campbellton	300 200 300 300	30 20 30 30

7. Extension of the basic service in British Columbia		
+ Powell River	148	20
+ Penticton	300	30
	<hr/>	
TOTAL FOR YEAR I	3,610	437

N.B. All costs indicated in this section are expressed in thousands of 1989 dollars.

YEAR II

	CAPITAL	OPERATING
1. Extension of the stereo service to Sudbury, Ontario = Sudbury *	400	30
2. Extension of the basic service to Whitehorse, Yukon Territory = Whitehorse	101	10
3. Extension of the basic service to Yellowknife, Northwest Territories = Yellowknife	170	10
4. Improvement in coverage in Victoria, British Columbia = Victoria	301	36
	<hr/>	
TOTAL FOR YEAR II	972	86

YEAR III

	CAPITAL	OPERATING
1. Improvement of coverage of CJBC in Toronto, Ontario = Toronto CBL and CJBC	1,800	165
2. Extension of basic service to Prince Edward Island = St. Edwards	300	30
3. Extension of basic service to Manitoba + Portage La Prairie + Pine Falls	300 300	21 25
TOTAL FOR YEAR III	2,700	241

YEAR IV

	CAPITAL	OPERATING
1. Improvement in coverage in Manitoba + St. Rose Du Lac	300	30
2. Extension of stereo service to St. Boniface, Manitoba = Winnipeg	400	25
TOTAL FOR YEAR IV	700	55

YEAR V

	CAPITAL	OPERATING
1. Extension of basic service to Banff, Alberta = Banff	170	10
2. Extension of stereo service in Nova Scotia + Halifax + Yarmouth	200 300	21 30
TOTAL FOR YEAR V	670	61
<hr style="border-top: 1px dashed black;"/>		
TOTAL FOR PHASE I	8,652	880

PHASE II

YEAR VI

	CAPITAL	OPERATING
1. Extension of stereo service to Regina, Saskatchewan = Regina\Moose Jaw	300	30
2. Extension of the stereo service to Prince Edward Island = Charlottetown	200	25
TOTAL FOR YEAR VI	500	55

YEAR VII

	CAPITAL	OPERATING
1. Extension of the stereo service to Edmonton, Alberta = Edmonton	350	30
2. Extension of the stereo service to British Columbia = Vancouver	350	30
TOTAL FOR YEAR VII	700	60

YEAR VIII

	CAPITAL	OPERATING
1. Extension of the stereo service in Newfoundland = St. John's	300	25
2. Extension of the stereo service to Newfoundland = Port au Port	300	25
TOTAL FOR YEAR VIII	600	50

YEAR IX

	CAPITAL	OPERATING
1. Extension of the stereo service in Nova Scotia = Cheticamp = Mulgrave	200 350	21 30
2. Extension of the stereo service on Prince Edward Island = St. Edwards	300	50
TOTAL FOR YEAR IX	850	101

YEAR X

	CAPITAL	OPERATING
1. Extension of the stereo service in the northern Territories		
= Yellowknife	200	25
= Whitehorse	200	20
2. Extension of the stereo service in British Columbia		
+ Kelowna	300	30
+ Kamloops	300	30
+ Prince George	300	30
+ Victoria	300	30
TOTAL FOR YEAR X	1,600	165
TOTAL FOR PHASE II	4,250	431
GRAND TOTAL (PHASES I AND II - COVERAGE)	12,902	1,311

SITUATIONS TO BE EXAMINED

A number of situations maintained in the consultation but not connected to any comprehensive coverage extension plan will be studied or reevaluated in the coming months, and, according to the results of the studies, corrective measures will be included in the action plan. The situations in question are as follows:

1. Assistance for cable distribution in British Columbia.
2. Improvement of coverage in Sarnia, Ontario.
3. Improvement of coverage in the Edmonton, Alberta area.
4. Improvement of coverage in Matachewan and Mattawa, Ontario.
5. Improvement of coverage in Saskatoon, Saskatchewan.
6. Extension of stereo service to Windsor, Ontario.
7. Extension of basic service to Jasper, Alberta.

SUMMARY OF COSTS
(in \$'000 - 1989)

1. Action plan - programming

	CAPITAL	OPERATING
YEAR I	470	2,860
YEAR II	200	2,500
YEAR III	---	800
YEAR IV	---	600
SUBSEQUENTLY	---	2,000
	-----	-----
TOTAL	670	8,760

2. Action plan - extending and improving coverage

	CAPITAL	OPERATING
<u>PHASE I</u>		
YEAR I	3,610	437
YEAR II	972	86
YEAR III	2,700	241
YEAR IV	700	55
YEAR V	670	61
	-----	-----
TOTAL PHASE I	8,652	880
<u>PHASE II</u>		
YEAR VI	500	55
YEAR VII	700	60
YEAR VIII	600	50
YEAR IX	850	101
YEAR X	1,600	165
	-----	-----
TOTAL PHASE II	4,250	431
	=====	=====
GRAND TOTAL - COVERAGE	12,902	1,311
	=====	=====
GRAND TOTAL PROGRAMMING AND COVERAGE	13,572	10,071

ACTION PLANS**A CONDENSED SUMMARY OF COSTS**

(in \$'000 - 1989)

1. Action plan - programming

CAPITAL	OPERATING	TOTAL
670	8 760	9 430

2. Action plan - extending and improving coverage

PHASE I	8,652	880	9,532
PHASE II	4,250	431	4,681
<u>TOTAL</u>	<u>12,902</u>	<u>1,311</u>	<u>14,213</u>
<u>GRAND TOTAL</u>	<u>13,572</u>	<u>10,071</u>	<u>23,643</u>

Members of the Committee

Michel Thivierge, Chair
Programme Director, Regional Stations

Gaétan Deschênes, Secretary
Coordinator, Regional Information Development

Laetitia Cyr, Member
Director, Radio Atlantic CBC

Pauline Sincennes, Member
Associate Regional Director of National Capital Region

Robert Groulx, Member
CBC Director, Sudbury, Ontario

René Fontaine, Member
Director of Radio, Saint Boniface, Manitoba

Lionel Bonneville, Member
Director of CBC, Saskatchewan

Pierre Tougas, Observer
Director of CBC Radio, Chicoutimi, Quebec

APPENDIX B

List of cities visited

NEWFOUNDLAND

St. John's

NOVA SCOTIA

Halifax

PRINCE EDWARD ISLAND

Summerside

NEW BRUNSWICK

Moncton

ONTARIO

Ottawa
Sudbury
Toronto
Windsor

MANITOBA

St. Boniface

SASKATCHEWAN

Saskatoon
Regina

ALBERTA

Edmonton
Calgary

BRITISH COLUMBIA

Vancouver

YUKON

Whitehorse

FRANCOPHONES AND SRC AM RADIO

At the request of radio management, CBC Research conducted two surveys with the firm CROP of Francophones across Canada, one in 1982 and one in 1987. Francophones outside Québec were over-sampled in these two surveys so that the results could be examined for the Maritimes, Ontario and the Western provinces (if Francophones outside Québec had not been overrepresented in the sample, there would not have been enough respondents to isolate the results for each of these three regions outside Québec).

Some of the results obtained in 1987 * :

SRC AM radio recognition and audience

SRC AM radio is known to 83% of Francophone adults in the country. This is an increase in recognition since 1982. The share of radio listeners tuning into SRC AM Radio an hour or more a week is 17%.

Satisfaction with SRC AM radio

Listeners are generally satisfied with SRC AM radio (78%). The great majority are satisfied, regardless of the region:

Montréal**	Rest of Québec**	Atlantic	Ontario	Western
78%	75%	88%	89%	73%

Evaluation of local SRC AM radio programmes

On the whole, the evaluation of local programmes is very positive and has improved since 1982. Listeners outside Québec felt that the Francophone community in their region was well represented on SRC radio to the extent of 84%.

* Source: "Les francophones et la radio...et plus particulièrement la radio AM française de Radio-Canada en 1987", Service des Recherches, Radio-Canada, Avril 1988.

** We are indicating the results for Montréal and the rest of Québec in order to show how the responses of Francophones outside Québec differ from those in the province.

Evaluation of SRC AM radio network programmes

The network programmes are rated well by listeners. Eighty-six percent find that they reflect Francophone life in the country. However, more than a third of listeners feel that network programmes refer too much to events in Québec (38%) and in Montréal (35%). In five years however, the proportion of listeners outside Québec who feel the content of network programmes is overly oriented toward Québec has decreased noticeably from 49 to 38%).

How SRC AM radio is seen to fulfill the elements of its mandate

Fulfillment of the various elements of the mandate of SRC radio seems to be perceived positively as well in all regions.

	<u>Total</u>	<u>Montréal</u>	<u>Rest of Québec</u>	<u>Atlantic</u>	<u>Ontario</u>	<u>Western</u>	
Informs the public well on current events	91%	91%	90%	95%	96%	89%	
Participates well in public education	86%	91%	83%	92%	92%	87%	
Encourages Canadian performers	77%	81%	73%	86%	86%	82%	
Entertains	72%	77%	66%	83%	93%	73%	
Serves the regions well	72%	76%	66%	73%	91%	79%	
Contributes to the mutual knowledge and understanding of Canadians across the country	68%		73%	65%	86%	82%	62%
Contributes to bringing Anglophones and Francophones closer together	56%	57%	52%	65%	71%	65%	

Coverage statistics
(1986 Census)

(Populations whose mother tongue is French in thousands)

	Total	AM network		FM network	
		Served	In%	Served	In%
Province					
Newfoundland	2	1	58	--	
Prince Edward Island	6	5	79	--	--
Nova Scotia	34	32	93	*	1
New Brunswick	238	219	92	69	29
Ontario	468	425	91	159	34
Manitoba	50	43	85	--	--
Saskatchewan	21	13	62	--	--
Alberta	51	39	77	--	--
British Columbia	39	30	76	--	--
Yukon Territory	1	--	--	--	--
Northwest Territories	2	--	--	--	--
CANADA (without Québec)	912	807	88,5	228	25

NOTES:

1. Mother tongue: first language learned and still understood.
2. Statistics are based on field strengths of 5 millivolts per metre for AM and 500 microvolts per metre for FM.
3. * = fewer than 500 persons.

QUESTIONNAIRE SUBMITTED TO SRC MANAGERS**1. SIGNAL DISTRIBUTION IN THE REGIONS**

- 1.1 Which stations broadcast SRC **AM programming** and what is the **geographic contour** of their coverage (area served)?
- 1.2 What are the SRC **FM stereo network stations** and what is the **geographic contour** of their coverage (area served)?
- 1.3 Can **AM signal reception problems** be identified in terms of quality of reception or non-reception of the signal? Have you come up with **solutions**? What **extension** of the AM service is **desired**?
- 1.4 Can **FM signal reception problems** be identified either in terms of quality of reception or non-reception? Have you come up with **solutions**? What **extension** of the service is **desired**?

2. POPULATION AND AUDIENCE IN THE REGIONS

- 2.1 How many persons are served by the **AM service** according to the various **linguistic characteristics** (mother tongue, home language, official language)?
- 2.2 What are the principal **characteristics of the community** served (socio-political, economic, geographic and so forth)? Have you identified certain **trends** that could change these characteristics in the medium term (aging, immigration, Francophile or Francophobe movement, ...)?
- 2.3 What are the poles of attraction that could give rise to a feeling of **belonging** or identification by the people you serve (whether in geographical, ethnic or cultural terms)?

(QUESTIONNAIRE - cont'd)

- 2.4 How do you describe the **audience(s)** that seems **acquired**?
- 2.5 How would you describe the **audience(s)** that you are trying to **reach**?
- 2.6 In your opinion, what the main **reasons** that cause **people to listen** to your station?
- 2.7 In your opinion, what are the main **reasons** **people do not listen** to your station?
- 2.8 How many persons are served by the **FM service** according to the various **linguistic characteristics**?

3. THE MEDIA MILIEU

- 3.1 In radio, does **competition cut the area the same way** as the SRC or does the competition vary according to the different sub-regions?
- 3.2 Which **radio stations are tuned into the most** in the area you serve? What **type** of radio do they offer? Do you foresee **changes** in this environment?
- 3.3 **Are competing radio stations part of a network?** Which ones?
- 3.4 Are there **community radio stations** in the area? What is their role? Do you foresee development in this context?
- 3.5 Is there an **all-news radio service** in your region?
- 3.6 What are the principal **television networks/stations** available in the area you serve?
- 3.7 How do you see these **various media working together**?

(QUESTIONNAIRE - cont'd)

4. THE POLITICAL MILIEU

4.1 What are the attitudes of the various levels of government toward Francophones in the region?

5. OUTSIDE PERCEPTION OF THE STATUS AND ROLE OF SRC RADIO

5.1 What are the attitudes of the various lobby groups toward SRC radio in the regions?

5.2 According to the general public, what are the aspects appreciated most of the role played by SRC radio in the regions? (Specify the sources of the reactions.)

5.3 According to the general public, what are the aspects least appreciated of the role played by SRC radio in the regions? (Specify the sources of the reactions.)

6. INTERNAL EVALUATION OF THE ROLE OF CBC FRENCH RADIO

6.1 In your opinion, what are the strong and weak points of the service provided by SRC radio in the regions?

Strong points: (a) regional programming?
(b) network programming

Weak points: (a) regional programming?
(b) network programming?

6.2 In your opinion, should the mandates or priorities of certain regional periods be reviewed?

6.3 In your opinion, what elements of current programming are particularly relevant for the region?

(QUESTIONNAIRE - cont'd)

- 6.4 In your opinion, how could we **increase the relevance of the service** offered in the region?

7. CONTENT IN GENERAL

- 7.1 Is it possible to identify the **type of music particularly popular** in the region you serve? What place is given to this type of music in the context of...

- (a) regional programmes
- (b) network programmes

- 7.2 Is it possible to identify the **types of music not popular** in the region you serve? What place is given to this type of music in the context of...

- (a) regional programmes
- (b) network programmes

- 7.3 Is it possible to identify **subjects or themes that are particularly relevant** in the region you serve? Are these subjects and themes covered at the following levels...

- (a) regional
- (b) network

- 7.4 Is it possible to identify **subjects or ways of dealing with them that may put off** a large number of listeners at the following levels...

- (a) regional
- (b) network

8. INFORMATION

- 8.1 How do you evaluate **the service provided** by SRC radio in information at the following levels...

- (a) regional
- (b) network

(QUESTIONNAIRE - cont'd)

- 8.2 Is sufficient **account taken of audience composition** in the treatment of information at the following levels...
- (a) regional
 - (b) network
- 8.3 What are the **sectors best covered** in information at the following levels...
- (a) regional
 - (b) network
- 8.4 What are the **sectors least covered** in the context of information at the following levels...
- (a) regional
 - (b) network
- 8.5 Is it possible to identify **sub-regions** that deserve **better local coverage**?

9. PROMOTION

Have you sufficient means to **make your programming known** to listeners?