

CBC  Radio-Canada

DEC 01 2008

Dear

On behalf of Hubert T. Lacroix, President and CEO of CBC/Radio-Canada, I wish to thank you for your recent letter regarding the changes to the CBC Radio 2 schedule.

We are sorry to learn that you are disappointed with the redevelopment of the network in general, and with programs in the mornings and after 3:00 p.m., in particular. This is especially sad since you seem to have listened sincerely to the new format, looking for its resonance with you.

I want to assure you that we do take seriously all comments that we receive from our audiences. In our responses to audience members, we have tried to explain the challenges that faced CBC Radio 2, a network that, prior to its redevelopment, did not have a large audience in Canada. According to a BBM survey, only 3.1 per cent of Canadians who listen to radio were tuning in to this network before its redevelopment. This fact is perhaps unknown to most listeners; but it was, of course, a concern to us. To understand why so few people were listening, we conducted research with Canadians and learned that respondents did not think that their taste in music, cultural roots or region of country were represented in the programming. In order to rectify this, CBC Radio began redevelopment, with the goal of making the network more relevant to more Canadians while maintaining our strong commitment to classical music.

The new CBC Radio 2 schedule is unique in Canada as it continues to present the best classical music programming — from *Tempo* during the week, to *Saturday Afternoon At the Opera*, *Choral Concert* and *Sunday Afternoon In Concert* on the weekends — while offering an exciting and diverse mix of talent, music, interests, and perspectives found on no other radio station in this country. Old friends of the network, like Tom Allen and Jurgen Gothe, are returning this Autumn, and we welcome new voices like Molly Johnson, Rich "Buck 65" Terfry and Julie Nesrallah to accompany listeners throughout the day.

In addition to our providing online access to hundreds of concerts on demand, we have launched four new, 24-hour, commercial-free online Radio streams, each dedicated to a different genre — classical, jazz, Canadian songwriters, and Canadian composers. We invite you to enjoy great classical music by clicking on the "Classical" button at [www.cbc.ca/radio2/channels](http://www.cbc.ca/radio2/channels), and to sample the other new streams as well.

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If you have any questions on how to gain access to these services, or how to download them to your computer, please visit our easy to follow "how-to guide" at: [www.cbc.ca/radio2/help](http://www.cbc.ca/radio2/help) or contact our Audience Relations department at: 1-866-306-4636 or [www.cbc.ca/contact](http://www.cbc.ca/contact).

It is central to the mandate of Canada's national public broadcaster that we reflect Canada to Canadians. By showcasing the enormous breadth and depth of musical talent in this country, CBC Radio 2 will achieve this goal, while continuing to maintain CBC's core values of quality, creativity, knowledge, and passion.

We hope that you will tune in again to our new programming and will try our online services.

Before concluding this letter, I wish to point out that "Friends of Canadian Broadcasting," of which you are a member according to your letter, is not in any way related to CBC/Radio-Canada (CBC). CBC/Radio-Canada is Canada's national public broadcaster. It was created by the Government of Canada in 1936 for the purpose of delivering public broadcasting services to all Canadians. CBC/Radio-Canada receives support from taxpayers through a Parliamentary appropriation which, along with commercial and marketing revenue, funds the creation and distribution of programming for all Canadians.

A number of people confuse CBC/Radio-Canada with "Friends of Canadian Broadcasting," but the two organisations are not linked. "Friends of Canadian Broadcasting" uses fundraising to finance its own activities which are not directly related to CBC/Radio-Canada's programming services for Canadians. You should know, as well, that CBC/Radio-Canada does not accept direct payment from citizens to fund its national public broadcasting services for Canadians and does not receive any benefit from the funds contributed to "Friends of Canadian Broadcasting."

Again, thank you for taking the time to write to the President. I will be happy to forward your letter to CBC Radio for their information and consideration.

Sincerely,



Francine Létourneau  
Chief of Staff

c.c.: CBC Radio