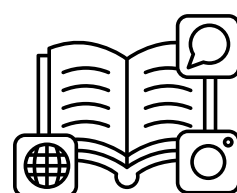


Positive measures related to minority media

November 2022
Presented by the Interdepartmental Relations and
Accountability Directorate (PCH)

Introduction



Part VII of the *Official Languages Act* sets out the Government of Canada's commitment to enhancing the vitality of official language minority communities (OLMCs) in Canada, in terms of supporting their development, as well as fostering the full recognition and use of both English and French in Canadian society. This commitment is binding on all federal government institutions, who in turn, must ensure that positive measures are taken to implement it.

Official language minority media are the channels through which information is disseminated, and include, for example: radio stations, newspapers, television stations, etc., that are located in OLMCs. These media provide visibility for OLMCs and provide access to local information in the minority language, which strengthens ties between various groups in a community. It is the responsibility of federal institutions to ensure that positive measures are implemented so as to contribute to the vitality of communities, particularly through these minority media.

This document presents a sample of positive measures that have been taken by various federal institutions over the past five years in relation to minority media. These initiatives contribute directly and indirectly to the vitality of official language minority communities.

01

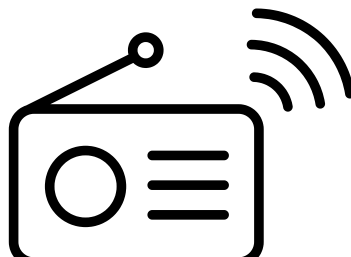
Dissemination of information through community media

Office of the Chief Electoral Officer: The use of OLMC media during federal elections allows the institution to participate in the development and growth of these communities, in particular by strengthening ties with them and informing them adequately about the electoral process.

Marine Atlantic: Marine Atlantic collaborated with *Le Gaboteur*, a French-language newspaper in Newfoundland and Labrador, to create a special tourism issue of the daily newspaper targeting Francophone customers. Traditional Francophone areas such as the Port-au-Port Peninsula and the French presence in this region were highlighted by promoting tourism opportunities in these areas. In addition to providing information in French, Marine Atlantic also promoted the regional Francophone community by highlighting its historical and cultural context.

Fisheries and Oceans Canada: A proactive approach was taken with the Francophone media in the Northwest Territories to promote the opportunity to interview Francophone scientists working on marine mammal monitoring in the region.

Parks Canada: In Gros Morne National Park, Newfoundland, Parks Canada and the *Voice of Bonne Bay Community Radio* collaborated on a series of French-language radio vignettes on the ecological and cultural heritage of the park. These vignettes allowed members of the Francophone community and visitors to the area to learn about Gros Morne in their own official language on local community radio.



Positive measures related to minority media

Advertising and Financing

02

Atlantic Canada Opportunities Agency: The Agency provided \$51,630 to *La Coopérative Radio Richmond Limitée* to upgrade technology and equipment at the Acadian community radio station.

Canadian Museum for Human Rights: For larger programs, the Museum invests in advertising in the French media (*La Liberté* -local French newspaper- and others) and uses digital marketing to target the local Francophone community. In addition, the Museum occasionally advertises bilingual job opportunities in the community media *La Liberté* and *Le Réveil*.

Public Health Agency of Canada: The Office of the Chief Science Advisor funded an edition of a children's science magazine, *Sciences Mag Junior*, with *La Liberté*, Manitoba's only Francophone newspaper. The initiative raised awareness of COVID-19 among children aged 6 to 12.

03

Service Promotion

National Capital Commission: A multi-platform bilingual promotional campaign was deployed, taking care to select official language minority and Indigenous media. Ads were placed in local newspapers.

Canadian Radio-television and Telecommunications Commission: Although it is the CRTC's job to control the radio airwaves, the institution is helping Indigenous communities in Quebec by approving an application to continue serving the English and Mohawk communities of Kanasatake/Oka on the air.

Transport Canada: The federal institution used community radio on the Lower North Shore to promote the participation of the OLMC in a minority language education activity.

Collaborations/partnerships/engagement

04

Public Services and Procurement Canada: Since 2007, PSPC has formalized its dialogue with official language minority media through the establishment of the Advertising and Official Language Minority Media Consultative Committee, chaired by PSPC's Advertising Coordination and Partnerships Directorate, which brings together several stakeholders. The Committee is a forum to discuss issues of mutual interest and practical solutions to help official language minority media strengthen their business practices in order to receive more advertising revenue.

Public Safety Canada: The Communications Branch is conducting public opinion research and focus testing to inform five advertising campaigns. English and French speaking communities are among the demographic groups targeted to help meet their information needs.

Canadian Heritage: When Bill C-11 was introduced, PCH met with the Alliance des producteurs francophones du Canada, the Fédération culturelle canadienne-française and the Association québécoise de la production médiatique to hear their concerns, views and ideas regarding the Bill. These meetings and documents allowed PCH to better understand the broadcasting priorities and needs of all OLMCs across the country. PCH then took these priorities and needs into account when drafting the amendments to Bill C-11.