



communiqué

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APPOINTMENT OF PIERRE DESROCHES AS NETWORK HEAD, FRANCOPHONE SUMMIT FOLLOW-UP COMMITTEE

External Relations Minister Monique Landry and Communications Minister Flora MacDonald announced the appointment today of Pierre DesRoches to the position of Network Head, cultural and communications industries, with the Francophone Summit's Follow-Up Committee.

The Canadian Broadcasting Corporation is making the services of Mr. DesRoches available to the Government of Canada for a temporary period to work with the Paris-based Summit Follow-Up Committee. Mr. Desroches is Vice-President of the CBC's French Television Network.

During the Francophone Summit held in Paris in February, the participating Heads of State and Government agreed to undertake concrete action in the following strategic areas: development (agriculture and energy), cultural and communications industries, language industries, and scientific information and technological development, including research.

The establishment of these four areas or networks for carrying out Summit decisions will assist the Follow-Up Committee in choosing action programs and in entrusting their implementation to existing francophone organizations or bodies having expertise and knowledge in a particular area. The networks will also allow the Committee to oversee activities and provide progress reports.

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Pierre DesRoches

Biographical Notes

Mr. DesRoches was born in Montreal in 1931 where he attended the Collège Sainte-Marie. In 1951, after working in radio and television, he joined the CBC's French Services division in Montreal. He became a television producer with the Corporation in 1956 and was responsible for its immensely popular youth programs "Pépinot" and "Le courrier du roi". He was named Network Supervisor, Youth Programming, in 1964. Following his appointment as Television Operations Director in 1966, he became Assistant Television Programming Director and then Managing Director of French Radio in 1970.

After joining CBC's head office in Ottawa in 1971 as Director of Development, Mr. DesRoches was appointed Vice-President, Planning in 1974. He was named Executive Vice-President of the CBC in 1975, and became Vice-President and General Manager, French Services Division in 1982. In 1983, he was appointed Vice-president, French Television Network, with responsibility for production plant operations at the CBC's Montreal locations. Since January 1986, he has served as President of the Quebec-Canada Television Consortium made up of Radio-Québec, TV Ontario, Télé-Métropole, Télé-Capitale, the National Film Board, Cogeco, independent producers from Quebec, and the CBC. Mr. DesRoches was elected to the Board of Governors of the University of Ottawa in 1975. He has also been a member of the Board of Directors of Telesat Canada.