

**Notice of Consultation 2019-379-4
CBC/Radio-Canada Broadcast License Renewals Public Hearing**

Presentation of:

**National Campus and Community Radio Association
Association nationale des radios étudiantes et communautaires**

Barry Rooke - Executive Director - Luke Smith, Director of Learning and Development



January 20, 2021

1. Good morning. My name is Barry Rooke. I'm the Executive Director of the National Campus and Community Radio Association//*l'Association nationale des radios étudiantes et communautaires*, or NCRA/ANREC. With me is Luke Smith, our Director of Learning and Development. We're speaking today on the unceded traditional territory of the Algonquin Anishnaabeg people.
2. We thank the CRTC for the opportunity to speak in support of CBC/Radio-Canada's licence renewal and expand on our written comments, which relate only to radio and audio programming.
3. As you know, the NCRA/ANREC is a non-profit association committed to volunteer-driven, non-profit, community radio in Canada. Our goals are to ensure stability and support for local campus and community radio stations and to promote the long-term growth and effectiveness of the community radio sector, which, like the CBC/Radio-Canada, serves Canadians from coast to coast to coast.
4. Each of the NCRA/ANREC's 113 members is rooted in its community and guarantees local broadcasting through community ownership, be it Norris Point, Newfoundland, or Vancouver, British Columbia. Our sector's 10,000 volunteers create programming in 65 languages, including 13 Indigenous languages.
5. We work closely with two associations that represent Canada's Francophone community radio sector: *l'Alliance des radios communautaires du Canada*, with 28 members across Canada, and *l'Association des Radiodiffuseurs Communautaires du Québec*, which represents 34 stations in Quebec. They are not here today, but they have indicated that they support our comments.

6. On the first day of this hearing, Michel Bissonnette, CBC/Radio-Canada's Executive Vice-President of French Services referred to the balance between public, private, and community media, which he says "must not be broken". This balance lies at the heart of our comments today.
7. CBC/Radio-Canada has a huge mandate, "reflect(ing) Canada and its regions to national and regional audiences while serving the special needs of those regions" on multiple platforms.
8. Community radio's mandate is very focused and deeply local. Even though technology lets our stations reach listeners all over the world, community radio stations are owned, operated, managed, and controlled by people in their communities, and they exist to serve those communities.
9. This local orientation is set out in CRTC 2010-499, the Campus and Community Radio Policy, which says that our programming should "distinguish itself from that of the commercial and public sectors in both style and substance." It asks us to meet the needs and interests of our communities "in ways that are not met by commercial radio stations and the Canadian Broadcasting Corporation."
10. CBC/Radio-Canada's three-year corporate strategy, *Your Stories, Taken to Heart*, expresses their commitment to prioritize their local connection with Canadians "with significant local and regional content that is relevant to people in their communities...". If this local radio and audio content could be seen as duplicating or competing with our community radio stations, it could affect our stations' market share, listener support, and ability to attract volunteers.

11. Last week, Commissioners Simard and Barin asked the Corporation about how its role in the Canadian broadcasting environment differs from that of private and community broadcasters. CBC/Radio-Canada President Catherine Tait explained that the Corporation complements, rather than competes with private services.
12. This is as it should be, and in service of this idea, we would like to find ways to work with the Corporation to ensure that our respective local content remains complementary. The Commission can help us by ensuring that CBC's local services are distinctly oriented to their mandate as a national broadcaster, and encouraging CBC to work with us to ensure that our content remains complementary.
13. On the first day of this hearing, President Tait was asked how the Corporation allocates financial resources to their various platforms when fulfilling their mandate. She said that, rather than a "one-size-fits-all solution", they look at each community. One of the questions they consider is which other services are available in that community.
14. We see an opportunity for dialogue here, for the CBC/Radio-Canada and community broadcasters to work more closely and intentionally to ensure that local communities are served in the best possible way.
15. Community radio and the CBC/Radio-Canada share many long-standing and informal ties. Each year, CBC/Radio-Canada journalists and producers serve as judges for the NCRA/ANREC's National Community Radio Awards. And many CBC/Radio-Canada employees made their media debut at campus and community radio stations, or when they have completed their broadcasting career, bring their experience to community radio.

16. We thank you for the opportunity to speak today and welcome your questions.

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