



Media Production
Industry Association

Association des professionnels
de l'industrie audiovisuelle

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Oral Remarks

On Screen Manitoba (OSM)

Broadcasting Notice of Consultation CRTC 2019-379

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Monsieur le président, Madame la vice-présidente, Mesdames les conseillères,
Membres du personnel, bonjour.

Je m'appelle Nicole Matiation, je suis la directrice générale d'On Screen Manitoba,
l'association provinciale de l'industrie de la production audiovisuelle.

Les membres d'On Screen Manitoba représentent l'ensemble du milieu. Nos
membres inclus des individus (producteur, cinéaste, scénariste, technicienne,
artisan) ; des syndicats ; des sociétés de production ; des fournisseurs de service ;
des festivals de films et d'autres organismes et individus ayant un intérêt dans ce
secteur au Manitoba. Parmi nos membres se trouvent des individus des milieux
anglophone, francophone, LGBTQ+, ainsi que des personnes autochtones, noirs et
de couleur.

CBC/Radio-Canada joue un rôle important pour tous nos membres et je remercie le Conseil de me recevoir à cette audience.

Je vais maintenant passer en anglais pour communiquer des remarques d'ordre générale qui s'appliquent aussi bien à CBC qu'à Radio-Canada.

On Screen Manitoba recognizes, and values, the special place CBC/Radio-Canada holds in the Canadian broadcasting system. As our national public broadcaster, its mandate is enshrined in the Broadcasting Act and it receives an annual appropriation from the Government of Canada with which to carry out that mandate.

With this privilege comes responsibilities. This includes the responsibility to connect Canadians across the country in both official languages and to facilitate the expression of the cultural, geographic, demographic and linguistic diversity of Canadian society through original independent programming of all types and genres; independent original programming that is conceived and produced in all regions of Canada by the people who live there.

The required regular meetings with French language media production professionals who live and work outside of Québec have contributed to building understanding of community needs, and capacity. Extending those requirements to include Indigenous communities and industry professionals, is surely a top priority. We would add that this approach should also be used to connect with regionally-based media production professionals.

It has been noted over the course of the hearing that audiences are looking for local content, whether through conventional broadcast or through online platforms. Those same audiences also have access to the very best in international content. Ensuring that our public broadcaster invests in regionally-generated programming is critical to ensuring high quality, diversified content for Canadian audiences.

We agree that CBC/Radio-Canada needs the flexibility to continue to explore and expand both broadcast and online offerings. We understand that it will always be focused on Canadian content. However, we also agree with Chairman Scott that what is measured tends to be achieved.

The group-based licencing policy provides a proven model for regulating a variety of different programming services within one “ownership group.” The group-based approach relies on Canadian Programming Expenditure (CPE) requirements combined with exhibition hours and Programs of National Interest (PNI) requirements as a best practice to ensure Canadian programming obligations are met.

We believe a similar approach that maintains CBC/Radio-Canada’s current minimum obligations would provide a balanced approach that is measurable. Broadcast exhibition obligations would continue to ensure the percentage of Canadians who continue to watch conventional television have prime time access

to original Canadian programming. And, expenditures offer a means to track investment in original Canadian programming across all platforms.

In order to ensure that exhibition hours, and expenditures on Canadian programming include content that is created by industry professionals based in all regions of the country and representing the diversity of Canada's population, annual transparent reporting is necessary. We agree with other intervenors that the Group Licence Production Report provides a reasonable model as a starting point.

We would note, however, that it is a model that requires enhancement. Public discourse over the past year has brought to the forefront long-standing issues in regard to diversity and inclusion. Tracking productions led by official language minority community (OLMC) and Indigenous producers should be expanded to include other communities that are currently underrepresented both in terms of creation and ownership of IP.

Production companies based in Manitoba produce all types and genres of programming. They are anchored in their communities and provide CBC/Radio-Canada with a pathway to local audiences of all ages and interests. Independently produced documentary, children and youth programming play critical rolls in connecting audiences – both via conventional television and online platforms.

Producers in all regions of Canada and both official languages bring a wide range of cultural perspectives, experiences and storytelling capacity. As the national public

broadcaster, CBC/SRC has both the opportunity and the responsibility to connect with and nurture the development of creators and producers in their home regions, in both official languages. Those creators and producers enrich the Canadian broadcasting system as they tell their stories, locally, nationally and internationally.

Je reprends mes propos en français afin de souligner le rôle essentiel que des créateurs et autres professionnels du milieu de la production audio-visuelle en région jouent pour assurer une diversité de voix dans le système de la télédiffusion au Canada.

Je voudrais également souligner l'importance d'ARTV dans les communautés francophones à l'extérieur du Québec. Ces communautés ont déjà peu de choix au niveau des services en français. ARTV joue un rôle important dans le partage du dynamisme de la scène artistique et culturelle francophone du Canada. Il faut maintenir l'accès garanti à ARTV dans les marchés anglophones. Et, il faut maintenir la condition de licence qui exige qu'au moins 20 % des budgets annuels de production de Radio-Canada doit être consacré à des émissions produites à l'extérieur du Québec et qu'au moins 50% de ces montants doit être consacré à des émissions canadiennes provenant de producteurs d'une communauté de langue française en situation minoritaire.

Le Canada est un pays vaste avec un peuple diversifié de par leurs langues, leurs cultures et leur vécu. Le système de la radiodiffusion a pour mandat de proposer aux canadiens l'occasion ; non seulement de recevoir de la programmation qui

reflète cette diversité (y compris leur réalité locale), mais aussi de participer dans la création de ce contenu (et ceci pour des marchés de langue anglaise, française et autochtone).

Je vous remercie de cette occasion de partager le point de vue des membres d'On Screen Manitoba et je suis à votre disposition pour répondre à vos questions le cas échéant.

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