



Oral Presentation

**Broadcasting Notice of Consultation CRTC 2019-379
Hearing regarding Canadian Broadcasting Corporation (CBC) to
renew its broadcasting licence relating to English-language
audio-visual services (Application no. 2019-0282-5).**

January 26, 2021

Presented by:

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LISA

Aniin, Tansi, Good Morning Chairperson Scott, Vice-Chairperson Dr. Simard, Commissioners Barin, Lafontaine and Anderson and Commission Staff, thank you for having me attend along with my business partner Kyle Irving. I am here representing majority-Indigenous-owned-and-controlled Eagle Vision, which is based on Long Plain First Nation. I am appearing today from Treaty 1 Territory at Eagle Vision's head office on Long Plain First Nation's urban reserve in Winnipeg. I am a proud Ojibway member of this Ojibway and Dakota community in the central plain's region of Manitoba. I am also here as someone who has two different perspectives regarding this licence renewal and CBC's place in Canadian culture. My perspectives come as both an intergenerational survivor of the Canadian residential school system and as an Indigenous woman who is a 30-year veteran of the media production industry.

The company I founded, Eagle Vision, just celebrated its 20th anniversary in 2020. We also reached 11th place on the 2020 Playback Indie List rankings for Canadian production companies by volume, making us the biggest Indigenous-controlled production company in Canada. We've been at this for a long time and have produced more than 240 hours of content. Of that 240 hours, about 50 hours of that content has been presented on CBC's network.

KYLE

However, none of those 50 hours of content have been a result of an original first window commission by CBC of Eagle Vision-led developed content. Let me clarify, we are thrilled to have been a part of many important co-productions for CBC that were led by non-Indigenous partners we have relationships with. It takes a village, and we are always happy to help elevate projects that are a good fit for our corporate belief in creating content that creates change. In all of these co-productions we have been instrumental in ensuring that the Indigenous POV was properly represented and in ensuring that Indigenous creatives were given opportunity to participate, expand their talents and grow towards building more capacity for Indigenous people industrywide. But... we have yet to receive a first window order from the CBC for any content that we have been part of developing as the lead producer. While we are grateful to the CBC and our producing partners from all of these shows for partnering with us, it doesn't change the fact that Eagle Vision, the biggest Indigenous production company in Canada, has never received a first window order from the CBC for any show it is the lead producer on.

LISA

While I would like to recognize that CBC has been improving the way it treats Indigenous content and creators over the last few years, it still has a lot of growing to do regarding how it does business with Indigenous creators. CBC's role in the future of the Canadian broadcasting system and our nation has never been more important

and is particularly critical at this important time in history for Indigenous storytellers. I am confident that by working with Indigenous creators, the Indigenous Screen Office and companies like Eagle Vision, the CBC will come much closer to achieving its mandate to be distinctively Canadian, reflective of Canada and its regions, actively contributing to the flow and exchange of cultural expression and being reflective of the multicultural and multiracial nature of Canada. Some of Canada's best stories and storytellers are only now emerging and we need the CBC to help fulfil its commitment to Canadians with more unprecedented, innovative, and revolutionary original content created and owned by Indigenous Canadians.

KYLE

Eagle Vision agrees that the CBC licence renewal should ensure its programming “reflects and meets the needs and interests of Canadians;” “is of high quality and supports Canadian producers and content creators;” and “is accessible and discoverable across Canada and abroad.” However, there continues to be an ongoing deficit of Indigenous voices in the Canadian broadcast system. The Truth and Reconciliation Commission of Canada’s “Calls to Action” included: #84 which states:

“We call upon the federal government to restore and increase funding to the CBC/Radio-Canada, to enable Canada’s national public broadcaster to support reconciliation, and be properly reflective of the diverse cultures, languages, and perspectives of Aboriginal peoples, including, but not limited to:

- i. Increasing Aboriginal programming, including Aboriginal-language speakers.*
- ii. Increasing equitable access for Aboriginal peoples to jobs, leadership positions, and professional development opportunities within the organization.*
- iii. Continuing to provide dedicated news coverage and online public information resources on issues of concern to Aboriginal peoples and all Canadians,”*

LISA

While we know the CRTC cannot control the amount of funding the GOC provides to the CBC, Eagle Vision none the less believes the CRTC should put in place COL that will ensure the fulfillment of these Calls to Action and require an equitable portion of CBC's expenditures and programming be dedicated to the stories of Canada's First Nations, Inuit and Métis peoples, owned, controlled and told by Canada's First Nations, Inuit and Métis peoples. Further to this, Eagle Vision supports CBC's COL proposal to hold formal consultations once every two years with Indigenous communities and parallel meetings with Indigenous producers in each of Atlantic Canada, Québec, Ontario, Western Canada and the North. That being said, while community-based engagement is important, the CBC should also ensure that there is Indigenous leadership and staffing within all levels of the organization, especially in decision making positions related to the commissioning, production and distribution of Indigenous created content. The CBC should not be a

place of assimilation, but a place where Indigenous individuals have a meaningful say in what content from their communities is developed, created and presented by the CBC on all its platforms. I would note the example of the CMPA which recently in a period of less than two months restructured its board of directors to have six new diverse members as part of its commitment to elevate voices of individuals from underrepresented communities within its organization. This is what is possible when an organization commits to breaking down the barriers that remain within our industry. If other industry players can take action for change this quickly surely the CBC can too.

KYLE

Eagle Vision agrees with many interveners that the CRTC can and should put in place COL that consider both conventional and online platforms and services. We believe that the Commission should regulate CBC on all of its platforms and services and ensure that the support of Indigenous content is a priority and a COL for CBC regardless of platform or distribution service. Indigenous content should be supported by the CBC as it does non-Indigenous content to help ensure that Indigenous experiences and POV's are reflected on all CBC services.

Eagle Vision applauds CBC's pledge to increase its commitment to independent Canadian production. We would also expect that this increased commitment to independent Canadian production will prioritize Indigenous content and that there ought to be transparency

regarding CBC's accounting for Indigenous content spending. The CBC should have a CRTC mandated requirement to spend not less than 8% of its development and programming budgets on Indigenous content. The CBC must commit to doing business with Indigenous creators in the right way, by ensuring that any primarily Indigenous-focused content being developed and produced is controlled by Indigenous producers and meets the 2/3 standard for Indigenous key creatives. The CBC must also ensure that any content being developed and produced that features Indigenous storylines or characters have equitable Indigenous representation in the key creative positions. The CBC must ensure that all productions that include any Indigenous content have properly followed any relevant traditional protocols and have received appropriate permissions for the sharing of said content. The CBC should also ensure that a land designation credit is presented on all of these productions.

Furthermore, the CBC must also provide equal access to the "main network" primetime schedule for Indigenous content, and access to the same level of budgets that come with these shows. The CBC must not use other platforms to reduce Indigenous content budgets or access to audience. There are plenty of primetime slots currently presenting non-Canadian content that would be better filled with content that reflects Canadians and their values.

Eagle Vision supports maintaining CBC current COL to broadcast a minimum of one Canadian feature film drawn from category 7(d) theatrical feature films aired on TV. We agree with the CMPA that an

annual report on Canadian feature films broadcast on both linear and digital platforms is required to measure this COL. We also believe that the programming of feature films broadcast by the CBC should be as representative of Indigenous storytelling, as it is of non-Indigenous storytelling.

LISA

The CBC should endeavour to work more frequently with APTN the Indigenous National Broadcaster while not seeking to marginalize it or absorb it. The CBC should dedicate a portion of its programming budgets to shared first window productions in which APTN has final creative control. These efforts also should include the CBC being a meaningful second window broadcaster on more Indigenous-led productions licenced by APTN to help various genres of programming to be produced and distributed.

KYLE

In order to ensure that the entire independent production community can effectively work with CBC to achieve its mandate to provide Canadians with high quality original independent programming that is discoverable in Canada and abroad, we request that the Commission maintain the COL which requires CBC to enter into a Terms of Trade agreement with the CMPA. It is not unreasonable to require fair and equitable Terms of Trade between CBC and independent producers.

LISA

In order to move forward there must first be reconciliation of the past. The CBC has never acknowledged its role in promoting and propagating misinformation about Canada's residential school system. The CBC's past misrepresentation of the schools as utopian environments that were saving children from misery was commonplace. Some examples of this propagation of misinformation are CBC's news piece "A New Future" from March 13, 1955 in which a CBC television crew visits the James Bay residential school to "salute Education Week" at a school where the education is all about "how to integrate orphans, convalescents and those who live too deep in the bush into mainstream Canadian society." Another example is its piece "The Eyes of the Children" from Christmas day 1962 showing the Canadian audience what can only be described as a staged and carefully directed and edited story about "Christmastime at the Kamloops Indian Residential School in BC." These painful reminders of CBC's contribution to the propagation of misinformation to Canadians about Canada's residential school system can still be found in the CBC archive – you can still watch these pieces as long as you're willing to watch 3 x 30 second ads first, as the CBC sells ads you must watch before accessing the content of the archive – and while this content plays with ads up front, it also plays without warnings about the content and/or any apology for it. The CBC has not yet apologized for the role they played in the production and distribution of these pieces. Reconciliation requires recognition of the

mistakes of the past. It's long overdue that CBC apologize for its role in this genocide.

The same recognition and reconciliation must occur for the role the CBC News played in unfair reporting, representation and misinformation about the genocide against the Missing and Murdered Indigenous Women and Girls in Canada. This reconciliation should include implementation of the National Inquiry into the MMIWG's Call for Justice #6.1 calling for Media and Social Influencers to:

- i. Ensure authentic and appropriate representation of Indigenous women, girls and 2SLGBTQQIA people.
- ii. Support Indigenous people sharing their stories, from their perspectives, free of bias, discrimination and false assumptions, and in a trauma-informed and culturally sensitive way.
- iii. Increase the number of Indigenous people in the industry. Take proactive steps to break down the stereotypes that hypersexualize and demean Indigenous women, girls and 2SLGBTQQIA people.

KYLE

There is no denying that CBC has done much good for Canadians and plays an essential role in defining our national identity by representing our diverse points of view. But it is time to finally reconcile the mistakes of the past and move on to a brighter, more inclusive and representative future. Doing that will require listening,

understanding and healthy partnerships. We need to work together to build the bridges that allow us to encourage the telling of more of our diverse stories so that they can be shared and celebrated with all Canadians. We need to collectively create content that creates change. We are ready to help.

LISA

I first appeared at a CRTC hearing when I was in my early twenties. 30 years later I am still talking about so many of the same issues faced by my community and Indigenous storytellers. We urge the CRTC and CBC to consider our recommendations and make the appropriate decision for all Canadians including Indigenous, Inuit and Métis people. Thank you for the opportunity to provide my perspectives. We are happy to answer any questions you may have for us. Meegwetch.