



On Screen Manitoba
003-100 Arthur Street
Winnipeg MB R3B 1H3
P 204.927.5898
info@onscreenmanitoba.com
www.onscreenmanitoba.com

Oral Remarks by On Screen Manitoba

Regarding Broadcasting Notice of Consultation CRTC 2012-379: Licence renewals for the Canadian Broadcasting Corporation's French- and English-language services

November 28, 2012

1. *Je m'appelle Nicole Matiation. Je suis la directrice générale de On Screen Manitoba et j'ai avec moi, par conférence vidéo Monsieur Louis Paquin des Productions Rivard ainsi que M. Jamie Brown of Frantic Films – both independent producers who live and work in Manitoba. Thank you for the opportunity to speak with you today.*
2. *On Screen Manitoba croit que la diversité linguistique et culturelle de la production indépendante au Manitoba est un atout qui assure l'équilibre du système de la radiodiffusion au Canada. Parmi nos membres se trouvent des individus des milieux anglophone, francophone, autochtone et multiculturel. Leurs productions contribuent de façon importante non seulement à la diversification des ondes, mais à l'économie du Manitoba.*
3. On Screen Manitoba supports CBC/SRC's licence renewal for a five-year term provided there are conditions of licence (COLs) that require annual transparent reporting of clearly defined minimums. Those minimums should demonstrate CBC/SRC's commitment to develop, produce and distribute independently produced original Canadian programming, in all genres and formats, from all regions of Canada, and in both official languages.
4. Further, On Screen Manitoba shares the view of the CMPA and the APFTQ that the CRTC must play a role in ensuring that terms of trade agreements are completed with both the CBC and SRC. We agree with the CMPA that the CRTC should exercise that role as part of these proceedings.
5. Hello, my name is Jamie Brown and about 15 years ago I moved back to Winnipeg from Toronto to create a media production company called Frantic Films where I act as CEO and Executive Producer. I choose to work and live in Manitoba and I believe that the

CBC has a clear mandate to reflect stories that are of particular relevance to Manitobans and to Canadians.

6. Although, the total production volume by CBC in Manitoba has declined over the years, Frantic has had the good fortune to work closely with the CBC on a number of projects such as the Winnipeg Comedy Festival, Fuelled By Passion – The Return of the Winnipeg Jets and both of the Don Cherry Mini-Series and a new pilot in co-production with eone. These projects reflect a diversity of genres and are stories that are of interest locally, regionally and nationally. I, personally, have appreciated working with the CBC these past years, and as a company, Frantic has been fortunate to work so often with CBC. But I am here today because I want it to be possible for independent Canadian producers to continue to live and work in Manitoba for many years to come. This requires new production opportunities with networks willing to shoot here.
7. On Screen Manitoba was encouraged by the CBC's 2015 Strategic Action Plan and its commitment to reflect Canadians from all regions of the country in both official languages. We appreciate CBC's willingness to accept the overall Canadian content exhibition obligation as a condition of licence (COL) rather than an expectation. We appreciate also that CBC has proposed a minimum number of hours for programs of national interest (PNI) with 75% to be produced by independent Canadian producers as a COL; however, we agree with others that the minimum proposed is insufficient as it falls under average historic levels of 10 hours of PNI.
8. On Screen Manitoba is concerned that the CBC/SRC Licence renewal proposal calls for the elimination of minimum targets for genres, for regional production and for annual reporting. We are concerned in particular with the proposal to eliminate the following five obligations and commitments:
 - To acquire at least 50% of programming (other than news, public affairs and sports) from independent sources;
 - To broadcast a minimum of 15 hours/week of Canadian programs for children aged 2 to 11 years;
 - To broadcast a minimum of 5 hours of programs for youth aged 12 to 17;
 - To invest in the production and acquisition of feature films (both documentary and fiction);
 - To broadcast programming drawn from and reflecting all regions of Canada.
9. CBC/SRC is the largest commissioner of original Canadian programming; their track record and their Strategic Plan speaks to the Corporation's commitment to original

independent Canadian production. We see no value in removing minimums that CBC/SRC are currently surpassing. Clear targets and a detailed, transparent reporting process would demonstrate to the public, producers, the CRTC and CBC/SRC that CBC/SRC is meeting its mandate.

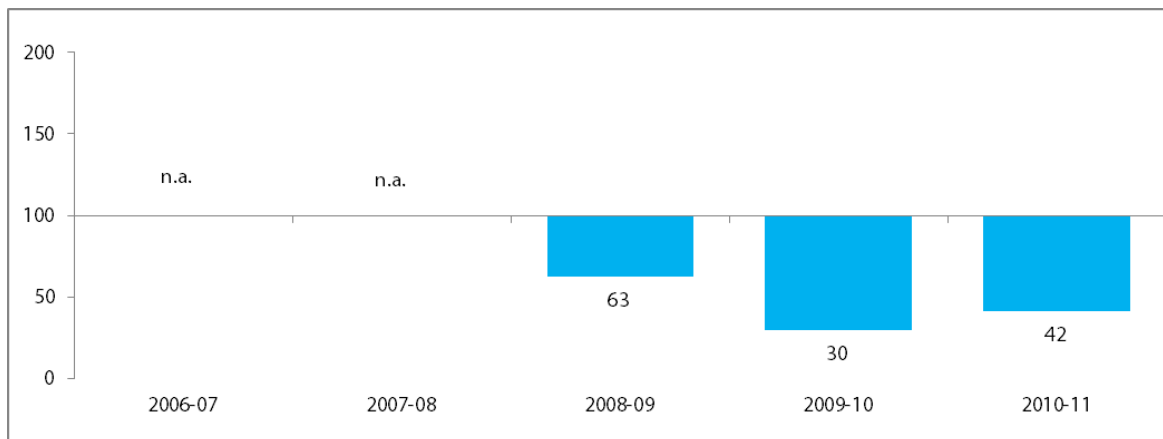
10. CBC/SRC has an essential role to play in creating a sense of connection, engagement and understanding of Canadian society in regard to Canadians of all ages. This includes ensuring that young audiences are informed, enlightened and entertained within a Canadian context -- they are the Canadian storytellers, creators and audiences of tomorrow as we have heard during the hearings. We join other organizations in calling for a COL to maintain minimum targets for children's and youth programming in all genres and formats and in both official languages.
11. We are disappointed that CBC has set no specific minimum in regard to the number of hours of documentary it will show in peak time, nor any commitment to show Canadian feature films. Other organizations during the hearings have referenced studies that point to the Canadian public's interest in documentary and feature films. Yet research by DOC Canada and the CMPA shows that CBC has reduced the number of documentaries and feature films it broadcasts. Minimum objectives and annual reporting by genre and province are needed to ensure the CBC/SRC's commitment to diversity is met.
12. *Nous apprécions fortement l'engagement de la Société Radio Canada envers les longs métrages (fiction et documentaire, mais nous restons convaincu que la mise en place d'objectifs accompagnés d'un processus de rapport annuel par genre et par province est essentielle.*
13. Without any means to measure CBC/SRC's activity – how will the Canadian public and industry stakeholders measure CBC/SRC's capacity to deliver on its mandate? Minimum targets and transparent reporting would allow Canadian citizens to better understand the CBC/SRC's valuable and unique role as the national public broadcaster and to join in celebrating CBC/SRC's success. We understand that CBC/SRC has indicated that it will come back with a proposal regarding reporting but we would like to stress to the Commission the importance of allowing stakeholders to review and comment on this new proposal.
14. Over the past few years, On Screen Manitoba and other industry associations that represent regional producers such as the Alberta Media Producers Association (AMPIA) and the *Alliance des producteurs Francophones du Canada* (APFC) have brought to the

attention of the CRTC their concern regarding the centralization of decision-making in the Canadian broadcasting system.

15. Recently, On Screen Manitoba along with AMPIA and the Saskatchewan Media Industry Production Association (SMPIA) commissioned Nordicity to carry out a study examining public funding expenditures on production in the three Prairie Provinces. We asked Nordicity to look at expenditures by several public funding sources for production including: Telefilm, the Canada Media Fund (CMF), the NFB, APTN and CBC/SRC. The results of this study point towards a systemic underrepresentation of the Prairie Provinces when considering total production in relation to the proportion of the Canadian population living in those provinces with the exception of APTN and CMF support for francophone production.

16. While producers in each prairie province enjoy opportunities to work with CBC/Radio-Canada; the volume of that production has dropped over time. Manitoba, a region recognized for its production excellence (19 Gemini Awards with 73 nominations and 4 Genie Awards with 19 nominations since 2005 alone), has seen its population share of production funding decline as low as 30% in 2009-10 with a small rise to 42% in 2010-11.

17. Index of Manitoba's share of CBC/Radio-Canada broadcast licence fees for independent production*



Source: Manitoba Film & Music, CRTC and Statistics Canada

* An index value of 100 implies that a particular jurisdiction's share is in proportion to its share of Canada's population.

n.a. - data not available

18. On Screen Manitoba is not seeking a population-based envelope approach to allocating scarce development and production dollars; population was used as a reference to potential audience numbers. The writers, directors and producers that we represent expect to compete with the best story pitches from across the country; but some balance must be maintained through minimums and annual reporting.

19. We support the Alberta Media Industry Association (AMPIA) in their proposal that regional CBC/SRC stations commission original programming in all genres by independent producers living and working in smaller centres. Regionally commissioned works (whether intended for regional or national audiences) serve to develop writers, directors and producers in all provinces and territories. We believe this would reinvigorate regional programming and serve viewers.
20. *Dans les communautés de langues officielles en situation minoritaire (CLOSM), les stations régionales de Radio-Canada sont souvent les seules stations dans le bouquet de base des câblodiffuseurs à offrir une programmation locale en français. Depuis quelques années Radio-Canada a réussi à consolider son rôle et son action dans la francophonie canadienne et On Screen Manitoba reconnaît les efforts déployés par Radio-Canada à cette fin.*
21. *Bonjour, je suis Louis Paquin des Production Rivard et je suis parmi les tout premiers producteurs francophones indépendants hors Québec. La production francophone hors Québec a beaucoup évolué depuis les dernières 15 années et a permis de donner une voix additionnelle aux communautés francophones, contribuant ainsi à sa construction identitaire, son développement économique et à sa capacité de prendre une place dans l'espace médiatique franco canadienne. Entre 1997 et 2011, Les Productions Rivard ont produit ou coproduit plus de 600 heures de télévision dans les quatre grands genres soit le documentaire, la variété, la dramatique et les émissions pour enfants. Pour le Manitoba français, ceci représente des centaines d'emplois au cours des dernières années.*
22. *Nous ne sommes qu'un exemple de la contribution importante des producteurs indépendants francophones qui ensemble contribuent à diversifier les voix et les contenus sur les ondes francophones au Canada. Pourquoi la Radio-Canada voudrait-elle reculer devant un tel succès en réduisant son engagement auprès de la production francophone en région?*
23. *Comme Jamie, je suis un producteur indépendant qui a choisi de vivre et travailler au Manitoba et je participe aujourd'hui, car je voudrais assurer, et améliorer, les opportunités de production en français pour les artistes, les scénaristes, les réalisateurs et autres artisans du secteur, mais surtout pour le public. Nos émissions démontrent qu'il existe une vitalité au sein des collectivités francophones au Canada. Les Productions Rivard ont souvent eu l'occasion de produire avec la SRC et nous croyons que les projets*

que nous avons réalisés avec la SRC et notre maison de production contribuent à la grille de la SRC mais aussi à nos communautés.

24. *On ne peut pas refléter l'ensemble de la francophonie canadienne sans l'implication active et réelle des producteurs francophones vivant et oeuvrant hors Québec. L'APFC dans leur demande d'une condition de licence (CDL) basée sur les niveaux de ressources consacrées à la production indépendante de l'extérieur du Québec selon une moyenne des trois dernières années sur tous leurs services télévisuels et numériques y compris ARTV. De pair avec cette CDL on demande également qu'un processus de rapports annuels de données quantifiables et transparentes (comme celui qu'on demande pour la CBC) soit mis en place.*
25. As the national public broadcaster CBC/SRC plays a unique role in the Canadian Broadcast system and while it is true that the global media landscape is changing rapidly due to evolving digital technology and CBC/SRC has faced budgetary reductions in 2000 and again in recent years; it is still mandated to reflect original Canadian production from all regions of Canada in both official languages.
26. *Nous reconnaissons volontiers qu'il faut une certaine flexibilité pour s'adapter rapidement aux exigences d'un auditoire mobile, mais sans objectifs clairs, ni mesures transparentes annuelles, nous ne pourrions pas établir un plan d'action pour l'avenir de la production en tout genre en français comme en anglais.*
27. Canadians look to the Broadcast system for stories that reflect the Canadian perspective in all of its cultural and linguistic diversity including diversity of story-telling technique. Independent producers have access to production incentives that allow them to increase the size of production budgets to produce content that is of high quality. The award-winning Canadian drama and factual programming that is being bought around the world attests to both the efficiency and professionalism of independent producers.
28. CBC/SRC has a mandate to offer diverse programming that reflects the regions. Historically it has supported original Canadian programming by independent producers who live and work in all regions of Canada, and this in both official languages. On Screen Manitoba urges the CRTC to put in place COL's that provide much needed regulatory tools to ensure:
- CBC/SRC meets its regional programming mandate, generally, and that in both official languages;

- CBC/SRC provides annual transparent and meaningful reporting that allows Canadian citizens to see which independent productions, and which genres and formats, CBC/SRC funds in every province and territory of Canada;
- *Que la SRC assume son rôle critique comme joueur clé dans les CLOSM en ce qui concerne la langue et la culture avec une CDL basée sur les niveaux de ressources consacrées à la production indépendante de l'extérieur du Québec selon une moyenne des trois dernières années, et ce tant pour la Société Radio-Canada.*

On Screen Manitoba appreciates the opportunity to provide its comments to the Commission.

End of Document