

KEEP CANADA ON OUR SCREENS

VOTE CANADIAN CULTURE OCTOBER 21

Investment in film and television to support a diversity of Canadian voices

Question for Candidates:

Will you provide long-term, stable investment to Canada's film, television and digital media industry so private/public broadcasters can continue to both invest in Canadian content and ensure this content reflects our country's cultural diversity?

The Challenge:

Canada, like many other countries, is in the midst of a fundamental digital shift as the business models that built and sustained our production industry over the past 50 years are breaking down. Canadian broadcasters are increasingly being challenged by unregulated online competitors that are gradually capturing their audiences and their advertising dollars. As cable companies' revenues continue to decline, so too do their contributions to Canadian content production funds like the Canada Media Fund.

Without investment in Canadian content, we cannot effectively support our artists in their mission to bring authentic stories and perspectives reflective of our country's diverse social fabric to Canadian and international audiences.

ACTRA's Recommendation:

Adapt our cultural policies to reflect changes in our broadcasting and production industries by:

- Requiring all players in the Canadian market to contribute to the creation of Canadian content;
- Investing in the CBC/Radio-Canada, Canada Media Fund, National Film Board and Telefilm Canada; and
- Enhancing diversity initiatives and adopting gender parity measures as a condition of production financing from the federal government.

Our long-standing, successful funding programs need to evolve in response to changes in the broadcasting and production industries as well as new technologies. We have the talent and have already seen the success Canadian productions, such as *Schitt's Creek*, *Anne with an E* and *Letterkenny*, can achieve when our government invests in our creators.

As a condition of government funding, our film and television production in Canada must serve the public interest with a diversity of voices. Requiring diversity and gender parity initiatives as conditions of production financing can help drive change to improve the imbalance we see in our industry and ensure all Canadians have an opportunity to see themselves represented on screen.