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CBC

CBC

OUR NATIONAL PUBLIC BROADCASTER

CONTEXT

CBC was once a world leader in broadcasting, but after more than three decades of cuts, it is practically on life support.

BBC funding is \$100 per person per year! Norway's public broadcaster gets \$162 per year. But CBC gets a measly \$34!

News outlets are closing across the country, and Canada is swamped with fake news and extremism delivered by unregulated monopolies like Facebook. Now more than ever, Canadian democracy needs truthful, trustworthy information.

Canada needs a strong CBC to fight fake news and tell great Canadian stories from across the land, in our communities, in English, French and Indigenous languages.

Moreover, as companies like Netflix pour billions into original drama, the cost of making quality shows is skyrocketing. At current funding levels, CBC simply cannot afford to make Canadian drama at the level of production audiences have come to expect.

CBC BRIEFING NOTE

Authorized by the



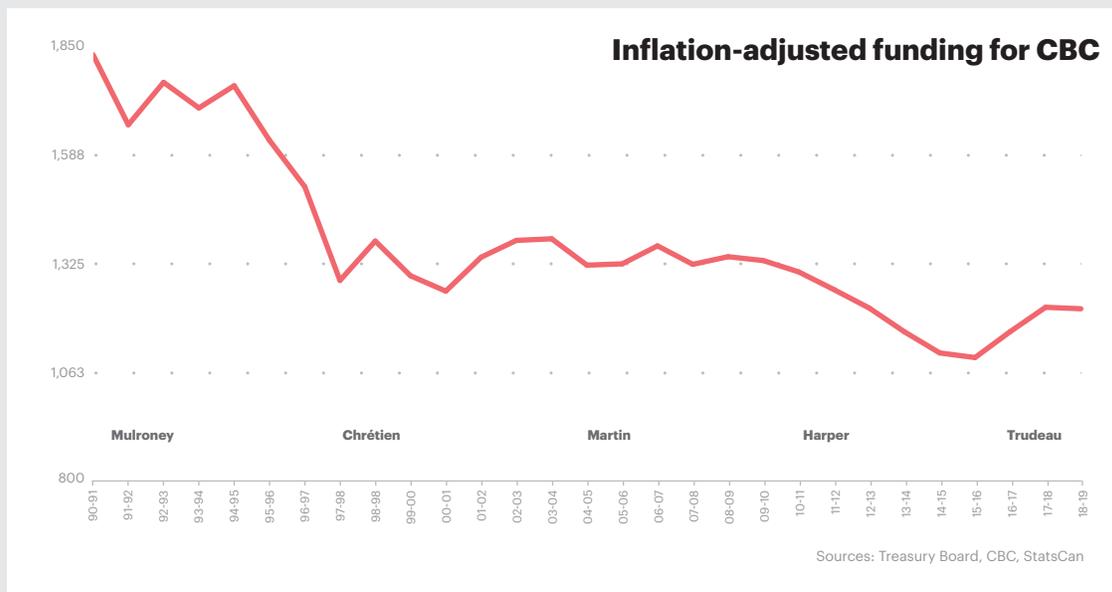
**Friends of Canadian
Broadcasting**

DIDN'T PRIME MINISTER TRUDEAU INCREASE CBC'S BUDGET?

Indeed he did. During the 2015 election campaign, in direct response to our local organizing efforts, Mr. Trudeau promised to increase CBC funding, and he did so. But the increase is only minimal.

Even after the increase, CBC's inflation-adjusted budget is still lower than it was after the Chrétien government's draconian cuts.

GOVERNMENTS OF EVERY POLITICAL STRIPE HAVE TRASHED CBC'S BUDGET OVER THE YEARS



WHAT DO WE WANT?

For now, we are advocating CBC's budget be increased to \$50 per person per year.

That's well below the \$90 average invested in public broadcasting by countries in the developed world, but it's a big step up from the \$34 per person CBC receives now. With \$50 per Canadian per year, CBC could deliver more quality journalism to secure our democracy.

And it could produce more Canadian drama, comedy, current affairs and local news and information programming to defend and advance our culture.

This additional funding could also help reduce CBC's reliance on advertising, allowing our national public broadcaster to focus more on its public service mandate.

WHERE WILL THE MONEY COME FROM?

Good question! For more than 30 years, FRIENDS has worked to achieve a more independent CBC. We recently won a major victory when Prime Minister Trudeau responded to our demand for an independent appointments process for CBC's board and for

the corporation's CEO. Independent funding is the next step.

There a number of different ways this could be achieved:

1) Closing the internet advertising tax loophole would increase federal government revenues by about one billion dollars annually. A portion of this money could be reserved for CBC.

2) A levy on internet service providers could be directed to CBC. This is similar to the license fee model that exists in the UK.

WHERE WILL THE MONEY COME FROM? (CON'T)

3) Foreign media companies siphon billions from our economy and give little back in tangible benefits back. In light of this, a number of proposals have been made to require these companies to make a contribution to Canada. For example, online streaming services like Netflix could be required to spend a percentage of their revenues on joint ventures with CBC. In keeping with the policy of “polluter pays”, companies like Facebook could be required to compensate Canadians for polluting our democracy. The proceeds of such a levy should flow to CBC.

There are surely other ways to achieve more independent funding for CBC. We are open to additional proposals from political parties about

how this additional funding can be attained in a fiscally responsible manner.

LINKS

MORE INFO:

<https://friends.ca/explore/article/the-case-for-public-broadcasting/>

TAKE ACTION:

<https://friends.ca/campaigns/strengthen-the-cbc-cbcfightfor50/>

