



## 1<sup>er</sup> thème – Atouts et rôle des médias communautaires (par opposition aux médias commerciaux et publics)

La *Loi sur la radiodiffusion* de 1991 dispose que « tous les éléments du système doivent contribuer, de la manière qui convient, à la création et la présentation d'une programmation canadienne ».

En raison de la participation de membres du public à la production, ainsi qu'en raison de leur appartenance à la communauté et de leur caractère non lucratif, les médias communautaires :

- sont mieux à même de servir les intérêts de populations restreintes et de favoriser la diversité des genres et des types de production que le reste du secteur des médias, qu'ils soient publics ou privés. Les médias communautaires ont vocation à refléter les réalités hyperlocales – qu'il s'agisse des petites communes rurales ou, en milieu urbain, des quartiers, des groupes mal desservis ou de quiconque désire s'exprimer.
- offrent un tremplin à la participation citoyenne en favorisant la libre expression et la diversité des perspectives, et font contrepoids à la concentration de propriété des médias.

Recommandations de politique :

- 1) Les rôles différents que jouent les médias communautaires en milieu urbain et rural seront reconnus comme tels et ils bénéficieront du soutien des organismes de réglementation et des organismes gouvernementaux.
- 2) Les médias communautaires bénéficieront du soutien nécessaire pour remplir leur rôle, qui est d'assurer la présence en ondes d'une grande diversité d'opinions et de faire un contrepoids efficace à la concentration des médias.
- 3) Une mise à jour des politiques réglementaires et de la *Loi sur la radiodiffusion* sera effectuée pour tenir compte de plateformes communautaires nouvelles et émergentes en ligne et de plateformes uniquement numériques telles que les jeux en ligne. Plus spécifiquement, les médias basés sur des règles (jeux) devront être reconnus en tant que forme médiatique nouvelle et non comme une simple recombinaison de médias existants (médias imprimés, audio et vidéo).

## 2<sup>e</sup> thème – Gouvernance

## Theme I: Unique Strengths and Role of Community Media

The 1991 Broadcasting Act states "Each element of the Canadian broadcasting system shall contribute in an appropriate manner to the creation and presentation of Canadian programming."

Due to the participation of ordinary citizens and community organizations in production, and to their community-owned not-for-profit structure, community media:

- better serves smaller populations and generate more genres and variety of production than public- and private-sector media. It can more effectively offer hyperlocal reflection in neighbourhoods, small rural communities, and to underserved groups and voices in urban settings.
- offer a democratic platform for free speech and diversity of voices, and a balance for media ownership concentration.

Policy Recommendations:

- 1) Community media's different roles in urban and rural areas shall be recognized, encouraged and supported by regulatory and government sources.
- 2) Community media's role in ensuring that a diversity of voices can be heard and for providing an effective balance for media ownership concentration shall be supported.
- 3) Regulatory policies and the Broadcasting Act need to be updated to reflect the existence of new and emerging community online and digital-only platforms such as gaming. In particular, rules-based media (gaming) need to be recognized as a new form of medium, not just as a recombination of existing media (print, audio, video).
  - Recommendation 1: Must examine sources of funding.
  - Recommendation 2 (English)

Les médias communautaires sont détenus et exploités par des organismes collectifs sans but lucratif, dont la structure et le mandat prévoient la participation de membres du public bénévoles, sans exclusion aucune, à la gouvernance, à la gestion journalière et à la production.

Recommandations de politique :

- 4) La propriété locale et l'absence de but lucratif devront être clairement énoncées dans les politiques applicables à la télévision communautaire.
- 5) La participation de bénévoles à tous les niveaux des organes de médias communautaires devra être clairement énoncée dans les politiques applicables à la télévision et à la radio communautaires.
- 6) Dans la mesure où les médias communautaires en ligne et les médias basés sur des règles (jeux) seront concernés par les nouvelles politiques de soutien aux médias communautaires, il faudra réexaminer le recours aux cotisations d'adhésion afin de garantir qu'elles n'entravent pas l'égalité d'accès.
- 7) Les règles de pratique gouvernant les organes de médias communautaires contiendront des politiques explicitement destinées à offrir des espaces sécurisés et à favoriser l'équité; ceci est particulièrement important compte tenu de la discrimination et du harcèlement généralisés en ligne.

### 3<sup>e</sup> thème - Productions

correct

- Recommendation 3: Requires more input from video game.

## Theme II: Governance

Community media are independently owned and operated by not-for-profit community-based entities, whose structure and mandate provide for the participation of voluntary members of the community in governance, the day-to-day administration of the channel, and content creation, without prejudice.

Policy Recommendations:

- 4) Not-for-profit local ownership needs to be made explicit in current policies applicable to community TV.
  - Harris Boyd (CCSA): Should allow for flexibility for not-for-profit stations to be supported by commercial undertakings, particularly in small communities.
  - Adonis (Youth Media Arts Centre): Supports not-for-profit ownership, without precluding corporate sponsorships/partnerships. Mandate should be non-profit, community-based.
  - Megan (PhD Student, Communication & Culture, York/Ryerson): Soliciting comment on idea of "editorial boards," particularly in regards to BDU-operated community channels. "Non-hierarchical consensus decision-making" – experience from community radio.
  - Harris Boyd (CCSA): Advisory committees may be useful, particularly to represent community as whole.
  - Pedro (Victoria, BC): Supports current wording of Recommendation 4. Governance includes advisory boards, editorial boards, committees. Allows communities to be in control, without excluding companies.
  - Laith: There should no debate surrounding non-profit ownership. There should be reserved diversity positions – which represent communities in broadcast zone – on boards and staffing of stations.
  - TCF : We don't want to exclude co-operatives from this definition.

Les médias communautaires offrent des productions réalisées par des citoyens d'une certaine zone géographique (telle que définie dans le cadre de leur licence ou de leur constitution en société), qui apportent leur contribution à titre de bénévoles.

Recommandations de politique :

- 8) La participation citoyenne à la production médiatique communautaire est depuis longtemps considérée comme la pierre angulaire des politiques relatives aux médias communautaires. Pourtant, le rôle central des bénévoles dans la production et leur relations avec les facilitateurs à l'emploi des organes de médias communautaires, ainsi que l'objectif central de ces médias, qui est d'offrir un accès exempt de discrimination à tous les membres de la population locale, ne sont pas clairement énoncés dans les politiques actuelles régissant la télévision et la radio communautaires. Ces rôles devraient être précisés.
- 9) Ces éclaircissements devraient être étendus aux nouveaux médias (médias en ligne et médias basés sur des règles) dans les énoncés de politique qui seront formulés pour le secteur des médias communautaires.
- 10) Si les plateformes numériques se prêtent bien à la diffusion des productions locales au-delà de leurs communautés d'origine (et une telle diffusion devrait être soutenue en vue de l'élargissement de l'accès, au sein du système, à une grande diversité de points de vue), cette possibilité d'échanges ne devrait pas diminuer le besoin de points d'accès locaux donnant aux citoyens l'occasion de s'informer sur les médias, d'obtenir l'aide voulue pour réaliser des productions et de collaborer à des productions médiatiques.

- Colette : What's important is that entity is not-for-profit.
  - TCF : It is currently a co-op's choice. Environment in Quebec is different, so we should include non-profit co-ops.
  - Laith : Need to be clear that co-ops are not the same as community stations.
  - TCF : We can specify that the definition includes co-ops which are not affiliated with BDUs.
  - TCF : Day-to-day administration of stations are typically carried out by staff, not volunteers. Does this meet participation requirements?
  - Adonis : Don't have a problem with contracting staff so long as there is non-profit structure and Board which is accountable to communities. Problem with for-profit cooperatives.
  - Neepawa: To be licensed, community station must be nor-for-profit and incorporated already. We guarantee access to airwaves for community members.
  - Pedro: Some co-operatives are for-profit, can include non-profit co-operatives.
  - Colette: All revenues/profit of our co-op must be reinvested in the service, not distributed to members.
  - Television Belogue(?): The community must be represented in the administration of station.
  - Karen (Moderator): We could propose that the Charter of organization specifically state that all funds must be reinvested into the service.
  - Ivan: There are different types of co-ops. A "consumer co-op" basically becomes a BDU. A "worker's co-op" is operated run by the members themselves.
  - Laif: Vote for non-profit designation. 1 opposing.
  - Laif: Must ensure there is diversity within community television stations – in particular in relation to Board structures and employment equity.
  - Could include local institutions on Board.
  - Chantal (Csurlatele): Non-profit co-ops should be included in the definition of community stations in Recommendation 4. This also requires more research on co-ops.
- 5) Participation by volunteers in all levels of community media organizations needs to be made explicit in current policies applicable to community TV and radio.

## intellectuelle

La propriété intellectuelle des productions réalisées par les membres du public – qui ont bénéficié de la formation nécessaire, d'un soutien à la production et de la ou des plateformes de distribution offertes par un organe médiatique communautaire – revient à ces membres, avec pour seule restriction le fait que l'organe médiatique peut, dans ses documents constitutifs, se réserver le droit de première diffusion ou de reprise illimitée de ces productions.

### Recommandation de politique :

- 11) S'il est vrai que le principe de propriété citoyenne des productions réalisées par les organes de médias communautaires est bien inscrit dans le Code actuel de « pratiques exemplaires » quant à la programmation d'accès pour la télévision communautaire, ce principe devrait également clairement figurer dans les politiques relatives à tous les médias communautaires, et il devrait obligatoirement figurer dans les règlements concernant les organismes à but non lucratif désireux d'être reconnus comme médias communautaires.

- General consensus in support of Recommendation 5.

- 6) To the extent that online and rules-based community media (gaming) are provided for under new policies to support community media, the use of membership fees shall be re-examined to ensure that they do not represent a barrier to equal access by all members of the community.
- 7) Governance practices of community media organizations shall include explicit policies to ensure safe spaces and equity practices; especially of concern in light of widespread online discrimination and harassment.

## Theme III: Content

Community media offer content created by members of a particular geographical locale (defined during the process of licencing or incorporation), who contribute to its production on a voluntary basis.

### Policy Recommendations:

- 8) Citizen participation in the production of community media have in the past been considered the 'cornerstone' of policies for community media. The central role of volunteers in production and their relationship to staff facilitators employed

## 5° thème - Formation

Les médias communautaires offriront aux membres du public une formation à la production, tant dans les médias traditionnels que dans les nouveaux médias; cela inclut, de façon non limitative, les formats impression, audio, vidéo et ludique (c.-à-d., jeux en ligne), et ce, quel que soit le mode de distribution.

Les travailleurs des organes médiatiques communautaires auront accès à des possibilités de réseautage professionnel et de formation en lien avec leurs tâches (qui associent le soutien à la production et l'animation communautaire). Ils bénéficieront notamment :

- d'un accès à une formation post-secondaire
- d'un soutien permanent prodigué par des associations professionnelles ou des associations de membres soutenant les médias communautaires

Recommandations de politique :

- 12) Il faudra actualiser les politiques relatives aux médias communautaires pour garantir que les citoyens aient un accès continu et à long terme à une formation pratique en matière de médias numériques, et ce, pour tous les médias, outils et plateformes affectant leur capacité à s'exprimer et à participer à l'économie numérique.
- 13) Le rôle essentiel des professionnels des médias ayant à la fois une formation dans le domaine de la production médiatique et dans celui de la facilitation communautaire sera reconnu et cela se traduira par la création de cours de formation postsecondaires visant spécifiquement les médias communautaires en tant que secteur de services.
- 14) Les politiques relatives aux médias communautaires devront tenir compte du besoin de soutien aux associations professionnelles pour les médias communautaires, et le soutien financier accordé aux médias communautaires devra inclure ce type de soutien.

by community media organizations and the central purpose of enabling non-discriminatory access by all members of the community to community media is not clear in current policies for community TV and radio. These roles should be made more explicit.

- 9) This explicitness shall be extended to new media (online and rules-based media) in policy statements to be developed for community media as a sector.
- 10) While digital platforms enable the sharing of community-generated content beyond their communities of origin (and such sharing should be supported to increase overall access within the System to alternative viewpoints), the possibility of sharing should not decrease the need for local access points within the community for citizens to learn about media, obtain production support for the creation of media, and to create media together.
- 11) - Must specifically include issues related specifically to First Nations groups
  - Role of volunteers in producing professional content.
  - There should be a requirement to train volunteers.
  - Communities should be sole determinant of media/programming.
  - Model: facilitation vs. top-down hierarchy
  - How to define communities e.g. online communities... should community media policy also include these groups/communities?
  - Gretchen (Montreal, QC): Should also consider and include indigenous communities in community policy. Collaborating with allies in indigenous media sector. Also opportunities for more multilingual broadcasting in community

La Charte canadienne des droits et libertés dispose que : « Chacun a les libertés fondamentales suivantes : [...] liberté de pensée, de croyance, d'opinion et d'expression, y compris la liberté de la presse et des autres moyens de communication [...] ».

Afin que les Canadiens puissent exercer leur droit à la liberté d'expression dans un environnement numérique démocratique, les organes médiatiques communautaires, qui leur inculquent des compétences numériques, leur offrent un soutien à la production et leur donnent accès à des plateformes de distribution, seront également accessibles partout au Canada.

Quelle que soit la localité, les divers services des médias communautaires seront offerts sur toutes les plateformes afin que les membres du public soient à même de dialoguer entre eux, de façon à ce que ni le revenu, ni la capacité physique ou mentale, ni l'identité linguistique ou ethnique, ni aucun autre facteur ne soit un obstacle à l'accès aux services des médias communautaires pour quiconque ou pour quel groupe que ce soit au sein de la population locale.

Recommandations de politique :

15) Des mesures seront prises afin de garantir l'accessibilité aux médias communautaires partout au Canada, en particulier dans les zones rurales. À l'heure actuelle, les obstacles à une répartition géographique équitable sont les suivants :

- retrait des ressources destinées à la production d'émissions de télévision communautaires dans les zones rurales, par suite des progrès techniques ayant conduit à l'interconnexion des réseaux câblés – moyen habituel de diffusion des émissions de télévision communautaires.
- taille de la population / de l'assise de financement
- manque de stratégie globale pour un accès généralisé à la radio communautaire
- cantonnement aux grands centres urbains de la production médiatique en ligne et de la production de contenu médiatique basé sur des règles

16) Des mesures seront prises afin de garantir que les productions réalisées par les citoyens soient accessibles sur toutes les plateformes médiatiques au sein des collectivités où elles ont été réalisées. Il faudrait notamment :

- imposer aux EDR d'inclure dans leurs

media.

- 95.3 Cree FM, SK: View that indigenous inclusion already considered in existing broad recommendation.
- John Savage: Important considering political coverage as well.
- Laith Marouf (Montreal, QC): Community policy is already clear that indigenous representation is required – reflection of local communities. Must be more specific about third-language community access.
- Tara Mahoney (Vancouver, BC): Training should include online training.
- Ivan (Neepawa): Community stations must give all election candidates equal time regardless of political party.

#### **Theme IV: Copyright and Intellectual Property**

Content originated by members of the public who avail themselves of the training, production support, and distribution platform(s) offered by a community media organization remain the intellectual property of the community member, although the organization's constituting documents may require the right of first play or indefinite replays of the content created by community members.

services la diffusion des émissions de télévision et de radio communautaires;

- garantir aux organes médiatiques communautaires un accès aux infrastructures de diffusion et aux fréquences, puisque cet accès est peu coûteux;
- favoriser l'accès à la propriété d'une infrastructure haut débit par les collectivités locales;
- faire figurer les médias communautaires dans des stratégies évolutives visant à faire connaître les productions canadiennes;
- adopter des politiques permettant le téléchargement gratuit des productions réalisées par les organes de médias communautaires, en amont et en aval, par les collectivités locales qui ne possèdent pas l'infrastructure nécessaire au haut débit.

Policy Recommendation:

12) While the principle of citizen ownership of content created by community media organizations is reflected in the Current Code of Access Best Practices for community TV, it should be made an explicit part of community media policies for all community media, and a required by-law for not-for-profit organizations wishing to be recognized as community media.

- Rights ownership: owner vs. creator
- Could examine create commons type proposal.
- Issue must continue to be examined and researched.
- Laif: Current policy states copyright is owned by community member, should continue to support this policy.
- Rights also impact on archiving.
- Deepak: There should not be single policy, rights ownership should be determined by community for each individual program.
- Ivan (Neepawa): Current policy however allows station whose equipment was used to create the program to air the program however many times it wishes. Supports this policy.
- More research and study required.



## **Theme V: Training**

Community media shall offer training to the general public in content production on new and traditional media, including but not limited to print, audio, video and rules-based content (i.e. gaming), however distributed.

Community media organizations shall have access to professional networking opportunities and training to support their work (which is a combination of production support and community facilitation) including:

- 13) the availability of post-secondary training for community media professionals
- 14) life-long support via professional or member association(s) that support community media

### **Policy Recommendations:**

- 15) Policies for community media shall be updated to ensure that citizens have life-long ongoing access to digital media skills training on all media, tools and platforms that affect their ability to express themselves and to participate in the digital economy.,
- 16) The key role of media professionals who are trained both in media production as well as community facilitation shall be recognized, and reflected in the development of post-secondary training courses specific to community media as a service industry.

17) Policy and funding support for community media shall recognize and include the need for support for professional associations for community media.

- General support for recommendations, but there is difference between collaboration and facilitation, not hierarchical top-down training.
- Proposes need for ongoing community media association to carry on research.
- Laith: There is a Community Advocacy Centre.

## **Theme VI - Accessibility**

The Canadian Charter of Rights and Freedoms states: “Everyone has the following fundamental freedoms... freedom of thought, belief, opinion and expression, including freedom of the press and other media of communication.”

In order for Canadians to exercise their right of freedom of expression in a digital democracy, community media organizations at which they can learn digital media skills, obtain content production support, and access platforms for the distribution of content shall be equally available across Canada.

In a given locality, particular community media services shall be made available on all delivery platforms such that all community members can participate and have effective dialogue, including by the most cost-effective means, such that neither income, physical nor mental ability, linguistic or ethnic identification, nor any other factor presents a barrier to access for any individual member or group within the community.

Policy Recommendations:

18) Steps shall be taken to ensure that

## 7<sup>e</sup> thème - Financement

Les médias communautaires du Canada recevront un financement suffisant pour pouvoir atteindre leurs objectifs. Un objectif de politique sera de prioriser les moyens non commerciaux de financement des médias communautaires, ceci :

- en raison du caractère démocratique des médias communautaires, de l'initiation aux médias qu'ils offrent et du service qu'ils ont pour mission de fournir dans l'économie numérique
- afin de préserver leur caractère de service public pour les usagers locaux

Recommandations de politique :

17) Il faudrait trouver des sources non commerciales pour couvrir les frais d'exploitation de tous les médias communautaires. À l'heure actuelle, aucun secteur (ni celui de la radio ou de la télévision, ni celui des productions en ligne ou des productions en ligne basées sur des règles) ne dispose d'un tel financement, à l'exception de certaines stations de radio de campus financées par les cotisations versées par les étudiants.

18) Il faudrait mener de plus amples consultations auprès des organes de médias communautaires et du grand public pour recueillir des idées sur la façon appropriée, pour les médias communautaires, de faire une place à la publicité et aux commandites, en prenant en compte :

- la fonction de service public des médias communautaires
- la disponibilité de sources de financement non commerciales
- le besoin de visibilité des entreprises locales qui n'ont qu'un accès très limité aux médias nationaux et régionaux publics et privés et qui participent activement au développement local.
- les différentes possibilités, pour les entreprises privées, de se faire connaître, notamment au moyen de commandites et de publicité – avec des restrictions concernant le temps de publicité par heure, les parties du programme où de la publicité peut être insérée, les sources de publicité acceptables (c.-à-d., publicité réservée aux seules entreprises locales) et des formes de participation des entreprises locales aux médias communautaires différentes des modèles conçus pour les médias du secteur

community media are available and accessible equally in all parts of Canada, and particularly in rural areas. Specific current barriers to equitable geographic access include:

- 19) withdrawal of production resources available for the production of community TV from rural areas following technical interconnection of cable networks—the traditional medium of community TV delivery.
- 20) Small population/funding base
- 21) The lack of an overall strategy to make community radio available in all communities
- 22)
- 23) the presence of community media organizations that create online and rules-based content only in large urban centres
- 24) Steps should be taken to ensure that community-generated content is available on all media platforms within communities of origin, including but not limited to:
- 25) mandating must-carry status of community TV and radio on the services of BDUs
- 26) ensuring access to over-the-air broadcasting infrastructure and frequencies by community media organizations, in view of its low cost structure.
- 27) encouraging community ownership of broadband infrastructure
- 28) including community media in evolving strategies for the discoverability of Canadian content
- 29) developing policies to enable free upload and download of content from community media organizations where broadband infrastructure is not community-owned.

privé.

## **Theme VII: Funding**

Community media in Canada shall be adequately funded so that they can achieve these goals. Non-commercial means of funding community media shall be prioritized as a policy goal:

- in light of community media's democratic,

## 8<sup>e</sup> thème – Archivage et patrimoine

Dans de nombreuses zones géographiques desservies par les médias communautaires et pour de nombreux groupes d'intérêt à qui ces médias offrent un tremplin pour s'exprimer, il se pourrait que ces médias se retrouvent seuls détenteurs de certaines archives imprimées ou audio-visuelles. Les médias communautaires feront donc l'objet d'une reconnaissance officielle pour leur rôle de préservation du patrimoine audio-visuel du Canada, et des mesures seront prises pour protéger le secteur des médias communautaires au même titre que celui des médias publics et privés.

Recommandation de politique :

- 19) Compte tenu des pertes considérables enregistrées par les archives des médias communautaires depuis que des politiques ont été mises en place pour ces médias dans les années 1970 (nous songeons en particulier à la destruction des archives de la télévision communautaire par câble) et compte tenu du manque d'infrastructure pour l'archivage des productions réalisées dans les médias traditionnels et dans les nouveaux médias dans de nombreuses archives et bibliothèques publiques, une stratégie nationale de préservation des productions des médias communautaires devrait être élaborée en consultation avec Bibliothèque et Archives Canada, les archives provinciales, les archives municipales et les bibliothèques publiques.

media literacy training, and service role in the digital economy

- in order to preserve a public-service relationship with community members who access community media content

Policy Recommendations:

- 17) Stable sources of non-commercial operational funding need to be identified and developed for all community media. No sector (radio, TV, online nor rules-based media) currently enjoys such funding, with the exception of some campus radio channels supported by student levies.
- 18) Clarification should be sought via further consultations with community media organizations and the general public to determine an appropriate approach to the presence of advertising and sponsorship on community media, taking into consideration:
  - the public-service character of community media
  - the availability of non-commercial sources of funding to support it
  - the need for visibility for local businesses that have little access to national and regional media in the public and private sectors and which are active players in local community development.
  - The variety of ways of enabling such exposure, including sponsorship models, advertising limits per hour, limits with regard to where advertising can be inserted within programming, limits on the source of advertising (i.e. only local businesses permitted) and alternative approaches to involving the participation of local businesses in community media to models developed to serve private-sector media.
  - Karen (Moderator): How important is it to maintain advertising? ~12 votes.
  - How important is it to maintain sponsorships? ~12 votes (about the same)
  - Pedro (Victoria, BC): Should make sure

there is no commercial advertising in sponsorship.

- Dawn Jobson (Chair, Toronto Community Media Network): Must make sure we are financially sustainable. When seeking out sponsorships and advertising, should focus on local community-based businesses only, not “big business.”
- Ivan (Neepawa): We need commercials, and run them “all the time” – expression of support from local businesses. We should be able to spend more time on programming, rather than financing. Believe more community stations would be able to operate with sufficient, available funding. With sufficient funding, stations may not need to rely on advertising/sponsorships.
- Laif (Montreal): Concern with distribution of content on other platforms, including online and wireless – should consider levying “tax” on other distribution platforms as well. Not opposed to advertising/sponsorships (4 min per hour). Should impose requirement to contribute 2% of revenues derived from contribution across all platforms.
- Andre (csurlatele): If there is a community television fund that provided enough funding, stations would not be required to further solicit commercial advertising/sponsorship. However, we should continue to be permitted to air advertising if needed.
- Harris Boyd (CCSA): Should not close doors on any sources of funding, particularly in smaller communities where resources are limited. Also important for local businesses to be given affordable opportunity to advertise. There should be no restriction on sponsorships.
- Pedro: There is difference between “information” and “propaganda,” and advertising is more akin to propaganda.
- Harris Boyd: Funding comes primarily from businesses.
- Dawn: Must continue to allow current funding sources for small communities. Smaller businesses are part of the community. These businesses should be

“part of process”/“collaborative process” with community station to create and air advertising.

- Laif: Focus on BDU distribution of funding for community television. Consensus: 2% should continue to be allocated to community, should include other distribution platforms.
- Karen (Moderator): Agreement that stations should be in position to determine their own sources of funding.
- Karen (Moderator): Challenge of sponsored content is key issue. Propose greater transparency from community media about sponsored content. Require updated policy.
- There are already restrictions related to sponsorship in place, and focus on small local businesses. Issue with permission for BDUs to allocate contributions to own community channels e.g. MAtv.
- Karen (Moderator): I believe Laif’s idea is that the 2% contributions should be allocated solely to non-profit operated community stations.
- Jeanne (CMG): Problem with transparency and the way in which BDU contributions are currently allocated and used.
- Laif (Montreal): Problem with BDU accountability to the way they spend their contributions.
- Karen (Moderator): Should specific portion of funding be designated for indigenous programming?
- General opposition to funding designated for indigenous stations. But, there should be programming and editorial/operational positions reserved for indigenous groups.
- Harris Boyd: All Canadian subscribers already pay for distribution of APTN. Opposed to earmarked funding for indigenous issues.
- Ivan (Neepawa): We provide access to all members/groups who approach us with ideas/projects.

- Adonis (Youth Media Arts Centre): Issue with lack of funding/training support from BDUs for access programs – not enough accountability for 2% contributions.
- Andre (Csurlatele): BDU local expression contributions still make up \$150 million, but most of it goes back to the BDUs – must be properly directed/administered. Funding must go to communities. In regards to advertising, should not close door on seeking those sources of funding.
- Karen (Moderator): Consensus: 2% of BDU contributions (2% of gross revenues), including other distribution platforms, administered independently (not affiliated with BDUs) and transparently, and allocated to non-profit, community based organizations only. Advertising allowances should stay the same, but should primarily focus on advertising from local businesses
- Community TV fund should be common fund available for all community stations.



## Theme VIII: Archiving and Legacy

In many geographic areas served by community media and for many special-interest groups served by community media, community media may provide the only print or audio-visual record through time. Community media shall therefore be formally recognized as part of the audio-visual heritage of Canada, and steps should be taken to preserve it to the same degree as public- and private-sector media.

### Policy Recommendation:

19) In view of widespread losses in community media archives since policies were instituted for community media in the 1970s (particularly with regard to the destruction of cable community TV archives), and in view of the lack of infrastructure for archiving both traditional and new media at many public archiving and library resources, a national strategy for the preservation of community media shall be developed in consultation with National Library and Archives Canada, provincial archives, local archives, and public libraries.

- Additional recommendation: There should be moratorium on the destruction of all currently archived materials.
- We need an archiving strategy and funding (both national and local) led by strong institution such as Library & Archive Canada. Funding should not come from community media budget.
- Copyright issues should be examined.
- Gretchen: Best practice - Possibility of opening and registering a public access

library at your own institution in consultation with libraries and archivists. May also help alleviate tax requirements.

### **CACTUS Community Television Access Fund**

- Ivan (Neepawa) : Potential for contributions from other distribution platforms. Chances are cable revenues will decline.
- Cathy Edwards (CACTUS) : Calculations show would require about \$130 million to provide community stations to approximately 90% of Canadians. Reasonable commitment of about \$125 million in order to meet mandate in Broadcasting Act. There is about the right amount of money in system now, but not allocated/administered properly.
- Laith Marouf : Proposed modification of fund – multimedia/online aspect should be a requirement of fund recipients. Problematic trying to include community radio and indigenous broadcasting because they do not have access programming requirements. Must include levy on other distribution platforms.
- Cathy Edwards (CACTUS) : If we propose fund, we must propose « something new » so we can justify ask. Media convergence must also be considered. Current CRTC review will not include ISPs.
- CMPA : CMF moving towards « platform agnostic. » CACTUS submission should also consider VOD channels. Not persuaded VOD model works from community perspective.
- Karen (Moderator) : CACTUS presentation on new fund should be included in summary notes.
- Karen (Moderator) : Question – who should be able to apply to fund?
- David Skinner (York U) : We should hear from CRFC to discuss setup/operation of fund.
- Jon Stevenson (Founder, CRFC) : Series of meetings with CRTC to determine eligibility criteria. Need to build consensus among stakeholders and with CRTC. Board consists primarily of outside members, individual directors from 3 radio organizations, and 1 director representing commercial broadcasting. Ambitious proposed fund, BDUs would want to be

involved.

- Cathy Edwards (CACTUS) : Fund is meant to support existing entities in order to develop multimedia capacity.
- Ken (Gabriola Radio Society?) : Supports new fund which would include radio, CRFC does not fund everything. Community media engagement also becoming « blurry » more opportunity to work with community groups outside Ottawa.
- Jason (CJCA Radio, NB) : Most CRFC funding not infrastructure, but project-specific grants which require a significant amount of work.
- Victoria (Rabble.ca) : Not possible for CRFC to fund operation of stations. CRFC wanted to focus on special projects meant to build capacity and achieve core objectives. How would operating funds be disbursed?
- Victoria (Rabble.ca) : Establishment of CRFC was the work of many years.
- Jon (Founder, CRFC) : Took time to build trust with regulator. Should consider whether new fund would « build something » in communities or focus on capacity building. We had to build partnerships with many different organizations.
- Colette : To be a community organization means to share and to work in solidarity. I would like us to be able to share and work together, rather than be divisive, to create something.
- Ivan (Neepawa) : BDUs should allocate funding independent stations because BDUs do not cover events which independent stations cover.
- Karen (Moderator) : Money is not « BDU » money, it comes from subscribers for local expression.
- Cathy Edwards (CACTUS) : CMF funded by BDU contributions as well. If we are asking for « public money » we need to make public service case. Case cannot be about specific community medium.

#### Deepak Community TV Enforcement

- Presentation of work examining compliance of BDU-operated community channels.
- Problem with publicly available

information, information about individual programs. Difficult to determine whether a program is « local » because CRTC does not have maps of license areas.

- John Savage : Not enough clarity surrounding the definition of access programming. We need to develop list of research needed moving forward because information is not available to CRTC.