



January 5th, 2016

By fax: (819) 994-0218

Mr. John Traversy
Secretary General
CRTC,
Ottawa, Ontario, K1A 0N2

**RE: *A review of the policy framework for local and community television*
Broadcasting Notice of Consultation CRTC 2015-421**

Dear Sir,

1. The Community Media Policy Working Group (the “Policy Working Group”) wishes to supplement its initial comments filed on Nov. 6th, 2015 in this proceeding with the additional information included in this document, collected during and formulated since the Community Media Convergence held Nov. 22-24th, 2015. The Policy Working Group would like to acknowledge the Commission's reply of October 23rd, responding to our request for an extension to the deadline for written comments for this proceeding to enable this additional information to be added to the public record of this proceeding.
2. As noted on November 6th, the Policy Working Group is composed of representatives of community television (the Canadian Association of Community Television Users and Stations (CACTUS) and member channels, the Fédération des Télévisions Communautaires Autonomes du Québec (the Fédétvc), community radio practitioners, community online media (the Media Coop) and gaming (Hand Eye Society)). It is overseen by an academic researcher from Carleton University, Dr. Kirsten Kozolanka and a steering group composed of Dr. Kozolanka and Dr. Dwayne Winseck, Carleton University, Robert Hackett, Simon Fraser University, Dr. Florian Sauvageau, University of Laval and author of the 1986 *Report on the Task Force on Broadcasting* and Clifford Lincoln, author of *Our Cultural Sovereignty*, the 2003 report by the Standing Committee on Canadian Heritage.
3. The Community Media Policy Working Group is conducting research under a Social Sciences and Humanities Research (SSHRC) grant to develop policy proposals to ensure that the community element in the Canadian broadcasting system can fulfill its potential and role as defined under the Canadian Broadcasting Act. This work was undertaken this year, following the CRTC's “Let's Talk TV” proceeding with two purposes:
 - i) to examine the needs of community media—including issues of convergence—in the digital environment, and to articulate a policy proposal to enable it to meet the potential expected of it under the Broadcasting Act

- ii) with the knowledge that the CRTC intends to review its community TV policy within the 2015/16 year.

Updated Report: *Community Media in the Digital Age: Relic or Renewal?*

4. As we detailed in our Nov. 6th submission, we are reattaching the report *Community Media in the Digital Age: Relic or Renewal*, including the notes collected during the Toronto focus group. This report is attached as Appendix A. As noted in our initial submission, further review of the raw data may continue after the Community TV Policy Review process, so this report is still marked as a **Draft**, with a date of Jan. 6, 2016. The research Co-ordinator, Dr. Michael Lithgow, said that the feedback obtained in Toronto did not alter the conclusions and recommendations made based on the survey and focus groups conducted in other cities, although the Toronto setting did introduce two contextual factors that differed from other cities: the Toronto group had more input from gaming groups (noted). Also, the need for “emphasis on skills training for marginalized populations in a city with a screen-based production economy exceeding \$1 billion” was particularly raised.

Information Sharing at the Community Media Convergence

5. The Community Media Convergence held from Nov. 22nd to 24th at Carleton University offered community media practitioners, academics interested in alternative and community media, government agencies whose policies impact community media, other associations and individuals interested in building democratic media institutions, and media industry associations and professionals interested in the complementary role that community media play with respect to conventional media to share best practices and to generate policy proposals to ensure that community media fulfill the democratic role expected of them under the Broadcasting Act.

Speakers and experts were invited from across Canada, North America, and beyond to share knowledge in the following areas:

- Stream 1: Government, Democracy, and Community Media
- Stream 2: New Technologies
- Stream 3: Content
- Stream 4: Volunteer and Staff Management
- Stream 5: Funding
- Stream 6: Maximizing Community Impact and Engagement
- Stream 7: Archiving Community Media
- Stream 8: International and Historic Perspectives on Community Media

Some streams and panels focused on best practices, while others explored policy implications and outcomes. Videos of most of the presentations are available on the web site of the conference at www.ComMediaConverge.ca, as well as many of the speaking notes used by presenters. They are available with the panel descriptions by clicking Program → Program Details on the main page. Many speakers also drew on published research and papers that are included in the Engage → Research section of the web site. These sessions provided a context and research background for the Policy Forum that was held on the third day.

Such a gathering of knowledge specifically regarding community media has never occurred before in Canada. Nor have speakers from different community media (TV, radio, online and gaming) ever been purposefully brought together on such a wide range of panels to share community media best practices. We know of no other such cross-sectoral consultation that has occurred to date internationally either, with a focus on best practices in the digital environment. We encourage other interveners to this proceeding and the Commission to avail themselves of these resources.

Policy Proposals to Enable Canadian Community Media to Meet the Values Statements

6. As indicated in our Nov. 6th submission, the Policy Working Group—in consultation with subject matter experts—met four times before the Community Media Convergence held Nov. 22-24th to consider whether the Values statements that were generated from the survey and focus group data (and included with our preliminary submission) were being reflected 'on the ground' at community media organizations across the country and in current policies for community media. We organized survey respondents' comments and proposals according to the eight theme areas that had been identified. Where survey respondents themselves clearly indicated dissatisfaction or where it was clear to the Working Group in comparing notes cross-sectorally that a Value statement was not being met, the Group developed a Policy Proposal to remedy the situation. We presented the highlights of the report *Community Media in the Digital Age: Relic or Renewal*, as well as these Policy Proposals to participants of the Policy Forum held on the third day of the Community Media Convergence to enable further discussion in a national forum with representatives of all community media present, and in both official languages.
7. At the day-long Policy Forum, each participant was invited to choose two of the eight theme areas to discuss and refine in moderated breakout sessions. At the end of the sessions, participants reassembled and shared their reactions and any refinements to the proposals where they achieved consensus. Alysia Lau and Cynthia Koo, lawyers with the Public Interest Advocacy Centre, recorded the findings of each breakout group. These findings are available on the web site of the Community Media Convergence at <http://www.commediaconverge.ca/sites/default/files/documents/Proposals%20ComMedia%20-%20with%20feedback%20captured%20Nov.%2024%20by%20Alysia%20Lau%20during%20Policy%20Forum.pdf>
8. Because access to adequate funding was the overriding concern expressed by survey respondents and focus group participants, one block of the Policy Forum was set aside specifically to discuss funding, and in particular a proposal by the Canadian Association of Community Television Users and Stations (CACTUS) to establish a new fund—called the Community-Access Media Fund—that could address the absence of stable non-commercial operational funding for all four digital community media (radio, TV, online and games), with the goal of making community content and skills training available to communities via a single coherent service delivery model.
9. The Policy Forum concluded with a final block in which participants were invited to discuss any outstanding issues specific to a single medium, and to offer policy proposal adjustments coming out of their deliberations as appropriate.
10. Since the Community Media Convergence, The Policy Working Group has met twice to consider the feedback provided by participants of the Policy Forum at the Community Media Convergence. It became apparent that certain issues that were raised by participants—such as the status of community media co-operatives—require further research by a subcommittee during the one-year term of our SSHRC grant and could not be decided during the course of those two meetings, nor were likely to be resolved in time to

make a specific policy proposal to the CRTC in the context of this review of community television. Other feedback from participants where there was consensus during the Policy Forum itself and by the Working Group was adopted during these two meetings and the wording of the Policy Proposals was updated to reflect this feedback.

11. The resulting Policy Proposals to enable community media to fulfill its role under the Broadcasting Act in the digital environment are attached as Appendix B. The Values statement submitted on Nov. 6th in both official languages are shown first (in black text). Where practice in 'the field' falls short of the Value statement, the Value statement in each of the eight theme areas is followed by proposals to enable all digital media (TV, radio, online and gaming) to meet the the Value statement (in blue). Where further study is required, it is noted in green.
12. It is important to note some of the Proposals remain high level and need further development in order to apply them. For example, the importance of access to over-the-air broadcasting infrastructure for community media is noted, but specific recommendations regarding frequency use or allocation that may ultimately be submitted to Industry Canada have not yet been developed in detail. Therefore, the document should be viewed as presenting both Values that are shared among community media in Canada and which have been developed via a broad consultation process, as well as Proposals that have grown out of that broad process of consultation—some of which may need further 'fleshing out'. Where more detail and consultation are required with community groups and subject-matter experts, it is noted.

Answers to the Commission's Questions

13. Since the research conducted by the Working Group has been conducted among community media networks including community television, radio, online and gaming practitioners, the Values statements and Policy Proposals generated have sought to ascertain what is common among community media and what is needed to ensure a robust community media framework in the digital environment.
14. The current CRTC policy review framework concerns community and local television only, although the backdrop of the digital environment and digital distribution is referred to at points in the consultation discussion and questions.
15. We therefore answer questions posed by the Commission where we believe the research conducted to date offer insights applicable to the Commission's community television policy, including presentations made by individual panelists and during the ensuing discussions at the Community Media Convergence. Where appropriate, we provide extract from these presentations and links to the video streams.
16. Our answers to the Commission's questions are provided as Appendix C.
17. Finally, we note that many community media practitioners and researchers were not aware of the CRTC's Nov. 5th deadline for filing written comments in this proceeding. Organizers (including members of the Community Media Policy Working Group) offered to append additional comments based on what participants learned at the Community Media Convergence to these supplemental comments. Dr.

Patricia Elliott of the School of Journalism at the University of Regina availed herself of this offer, as did Lisa Morin, a board member of TVCTK in Temiskaming, Quebec. These are attached as Appendix D.

18. Thank you for the opportunity to participate in this proceeding. We look forward to being able to provide more information as the proceeding progresses.

Sincerely,

Principal Investigator:

Dr. Kirsten Kozolanka, Associate Professor, School of Journalism and Communications, Carleton University. Author of *Alternative Media in Canada*. with Patricia Mazepa & David Skinner, eds. Vancouver, BC: UBC Press, 2012.

...from the SSHRC Steering Group:

Dr. Dwayne Winseck, Professor, School of Journalism and Communications, Carleton University. Author of *Communication and Empire*, winner of the Canadian Communication Association's 'book of the year', 2008.

Dr. Robert Hackett, Professor, School of Communications, Simon Fraser University. Co-founder, Media Democracy Days. Co-director, NewsWatch Canada. Winner, Dallas Smythe award, Union for Democratic Communications, 2015.

Clifford Lincoln, author of *Our Cultural Sovereignty*, the 2003 report by the Standing Committee on Canadian Heritage.

... from the Community Media Policy Working Group:

Catherine Edwards, Executive Director, the Canadian Association of Community Television Users and Stations. Author, *Community TV Policy and Practices Worldwide*, commissioned by the CRTC, 2009.

Amélie Hinse, Directrice, Fédération des Télévisions Communautaires Autonomes du Québec (the Fédétvc)

André Desrochers, Past President, Fédération des Télévisions Communautaires Autonomes du Québec (the Fédétvc), current member and co-founder of CSUR community TV in Vaudreuil-Soulanges.

David Murphy, Hand Eye Society and PhD Candidate, Communication and Culture, York and Ryerson

Darryl Richardson, Editor, the Media Coop.

Victoria Fenner, rabble.ca.

Dr. Michael Lithgow, Course Lecturer, Carleton University, School of Journalism and Communication. Author of "Transformations of Practice, Policy, and Cultural Citizenships in Community Television" (Chapter 6 in *Alternative Media in Canada* Kozolanka, Kirsten, Patricia Mazepa and David Skinner. 2012. Vancouver: UBC Press.)

Dr. Christopher Ali, Assistant Professor, Department of Media Studies, University of Virginia. Author of *Media Localism*, an analysis of local and community media policies in Canada, the United States and the United Kingdom.