

Bill C-10, An Act to Amend the Broadcasting Act Reflecting Canada's Cultural and Linguistic Diversity

Overview

There are four pillars in Canadian society that should be recognized, reflected, supported and participate in our broadcasting system. Those four pillars are Canada's French and English founding cultures, Indigenous communities and the diverse ethnic minority communities of Canada, including racialized communities. Therefore, modernizing Canada's broadcasting policy for the digital age should remove historic systemic inequities and ensure full and equal participation by ethnic minorities including racialized communities. Especially in a nation where one in 5 residents reports a non-official language as the language most often spoken at home. And where our Charter of Rights Sec. 27 calls for those rights to "... be interpreted in a manner consistent with the preservation and enhancement of the multicultural heritage of Canadians".

As it stands, the current *Broadcasting Act* together with proposed amendments in Bill C-10 see the role of ethnic minorities, including racialized Canadians, merely as audiences or as employees, not as producers of content and operators of programming services. Recognizing that the Canadian broadcasting system "should through its programming and employment opportunities serve the needs and interests of all Canadians, including Canadians from racialized communities and from diverse ethnocultural backgrounds" [*emphasis added*] is admirable. But it fails to provide full and equal participation in the broadcast system.

It is important that our Act should have an objective that recognizes that full participation in the broadcasting system includes the production of content and operation of broadcasting services.

The Act should also ensure that such Canadian content, including multilingual programming, and such Canadian services, are made available and visible rather than marginalized.

Our proposed changes are meant to ensure full participation in the broadcasting system on an equal footing with Anglo, Franco and Indigenous communities: (i) as audiences, (ii) as employees, (iii) as producers, and (iv) as operators of services. These amendments will ensure that the Broadcasting Act treats diverse ethnic minority communities' programming appropriately. By doing so, this will ensure that regulatory action focuses on concrete measures to address systemic inequities.

Proposed Amendments to Bill C-10, Act to Amend the Broadcasting Act, January 2021

Propose new section 3(1)(d)(iii.2):

- (iii.2) provide opportunities to Canadians from racialized communities and of diverse ethnocultural backgrounds to produce programming in diverse languages, as well as in English and French, or in any combination of them, and to carry on broadcasting undertakings;

Propose amendment to existing section 3(1)(k):

- (k) a range of broadcasting services in English, ~~and in French~~ and in diverse languages shall be progressively extended to all Canadians;

Aldo Di Felice, President, TLN Media Group Inc.

Madeline Ziniak, C.M., O. Ont., Chair, Canadian Ethnic Media Association

Dominic Campione, B.A., LL.B., President, Canadian Ethnocultural Council

Slava Levin, CEO, Ethnic Channels Group Limited