



Canadian Media Guild

La Guilde canadienne des médias

CWA/SCA CANADA

June 17, 2014

Dear CBC Board Member:

You have been appointed to the CBC Board to “ensure that all major issues affecting the business affairs of the Corporation are given proper consideration” according to the *Broadcasting Act*.

We urge you to take that role to heart as you deal with the current round of cuts announced in April and possibly yet another round of cuts soon to be announced. In so doing, please note the latest survey that show 69% of Canadians favour maintaining or increasing funding for the CBC (see appendix). We are calling on you to fulfill your mandate and represent Canadians’ views fully as you steer the Corporation through this very difficult time.

As representatives of people who do the day-to-day programming, we want to ensure you are getting a complete picture of the impact of the current cuts across the country. In fact, the cuts have already had a major effect on programming and the broadcast schedule, not to mention the news cuts yet to be announced, with the full impact yet to be determined **as managers are scrambling to figure out how to do the same programming with 657 fewer people.**

So, is there something the CBC Board of Directors can do?

***First* - Understand what has been lost:**

- News reporting and coverage are being watered down
- Local programming is being diminished
- A critical cultural incubator is being damaged
- Sports are being abandoned
- Diversity is being lost

We have attached an appendix outlining the detailed impacts of the current cuts. It was created using the CBC’s own data and information from Guild leaders across the country. We ask that you take the time to review it.

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Second - As stewards of the CBC, exercise your role as independent actors in the interest of the common good.

The board is equally responsible for decisions that affect the future of the CBC/Radio Canada. For example, in 1999 had the board not acted, the CBC would have mothballed its local and regional news infrastructure.

Third - Take action.

As the public's guardian of their national broadcaster, **you have the ability and power to make your own decisions in dealing with the funding shortfall.** We urge you to call on the government to immediately reverse the \$115 million Deficit Reduction Action Plan (DRAP) and reinstate the Local Programming Improvement Fund, and, we urge you to call for increased funding to about half the world average, or \$43.5 per capita.

Fourth - Publicly stand up for the Corporation.

You have a mandate to defend our public broadcaster when it is being so seriously underfunded, publicly attacked in certain quarters and clearly struggling to meet its conditions of license and own mandate.

Canadians believe in public broadcasting and need the Board to press Government for additional and multi-annual stable funding that will allow our public broadcaster to fulfill its mandate in serving Canadians. At one of the many staff meetings about the layoffs, employees ask: **“Who is going to be our champion?”** Many Canadians have asked us the same question. **This is the moment for the CBC Board members to be those champions.**

We are available to meet with you to provide further insight and perspective either individually or together at a time of your convenience.



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CBC Branch President, Canadian Media Guild