



March 28, 2017

The Honourable Mélanie Joly, P.C., M.P.
 Minister of Canadian Heritage
 Department of Canadian Heritage
 15 Eddy Street
 Gatineau, Quebec
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Dear Minister Joly:

The purpose of this letter is to share the views of members of the Canadian screen based media industry with respect to the open positions of Chairperson, Vice-Chairperson (Broadcasting), Regional Member (Manitoba/Saskatchewan) and Regional Member (Ontario) at the Canadian Radio-television and Telecommunications Commission (CRTC).

The fundamental role carried out by the CRTC and its critical importance for the daily lives of Canadians – as citizens, creators and consumers – is precisely why we wish to share with you our recommendations related to these positions.

Our recommendations are threefold: that appointees have a professional background and in-depth knowledge of the film, television and digital media production sector; that ensuring greater gender balance be an important consideration for these appointments; and that there be a greater reflection of cultural diversity in the chosen candidates.

A recent study of the Forum for Research and Policy in Communication (FRPC)¹ found only 20% of all appointees since 1968 were of individuals with backgrounds in the arts and culture sector. Moreover, there has never been anyone appointed to the CRTC with a direct background in the film, television or digital media production sectors.

Appointing a qualified candidate with a particular background and experience in the media production sector would provide the CRTC with varied perspectives and a much deeper knowledge of the content sector. This perspective and experience is particularly relevant given how fundamental Canadian content is to our communications system and to the policy objectives set out by the *Broadcasting Act*.

With respect to the goal of ensuring greater gender balance, we also highlight the FRPC's findings that only twenty-seven of all 103 appointments (or 26%) have been women. Of the seven appointments in place today, only two (or 33%) are women. It goes without saying that appointing qualified women for one or more of these vacancies would help establish a more balanced female-male ratio amongst commissioners.

In light of the above, we strongly encourage you to consider appointing women and culturally diverse individuals and those who have significant experience and in-depth knowledge of both the media production sector and the federal policy system which supports it.

We welcome the opportunity to explore this further with you and would be pleased to answer any questions you may have.

Best regards,

¹ <http://frpc.net/appointments-to-the-crtc/>

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