

IMAA supports sustained government funding to CBC/Radio-Canada

The mandate of the CBC/Radio-Canada as set out in the Broadcasting Act in 1991 clearly expresses the aim to provide quality programming that reflects all facets of Canadian culture and is accessible to all Canadians. In this manner the CBC/Radio-Canada has the important role of producing and disseminating stories, media art works and information about Canadian culture within Canada and to the world stage.

The IMAA positions the CBC/Radio-Canada as being the primary national cultural broadcasting institution for Canadian arts and culture. The CBC/Radio-Canada has the essential role of being a place for the production and presentation of independent media art works in addition to being a primary source for the diffusion and promotion of our events, and reporting on our activities. In so doing, the CBC/Radio-Canada is key to audience and market development for the cultural sector.

Media art is recognized as a fundamental form of cultural expression. Media art is understood to apply to all forms of time-related art works which are created by recording sound or visual images. Media artists choose to work outside the conventional media industry in order to reflect the stories from our diverse communities, to illustrate the eclectic landscape of our country, and to foster new, creative ideas to accompany the uses of new technologies. Media art is the visual and audio language of our times. It is central to our expression of Canadian identity and helps shape our values in relation to inclusiveness, diversity, tolerance and pluralism.

In certain regions, CBC/Radio-Canada has been proactive with Indigenous and Diverse communities, either with training and development, sponsorships, advertisements, joint programs, and through the CBC/Radio-Canada website. For example in Manitoba, CBC/Radio-Canada participates quite extensively in the First Nations community. These initiatives must be fostered, increased and strengthened in all regions within Canada given that the positive impact translates into healthier communities overall. As such, the federal government must recognize the vital role it has in supporting public broadcasting in Canada.

There are several programs on CBC/Radio-Canada that promote artists within the context of popular culture and are key contributors to developing markets for the cultural industry. Programs such as Q are instrumental in building new audiences and they cultivated a fertile ground for positive discussion about art and connections that art has to mainstream culture. The art economy benefits by the promotional push and artist's careers are furthered by the direct financial gains that these kinds of programs offer. Whether it is paying royalties to play "Can con" music, or paying for a drama TV series, documentary programming, Canadian artists benefit by these programming initiatives.

A key goal for all public funders today including the Canada Council for the Arts, the NFB, Telefilm, is to develop broader audiences and to encourage public engagement in the arts. In order to ensure that public funds invested into the arts are being used as effectively as possible, we must ensure that CBC/Radio Canada receives continued support by the federal government in order to connect art with Canadians.