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**CANADIAN PERFORMERS PLEASED THAT CRTC APPEARS TO BE LISTENING
ANNOUNCEMENT BRINGS GLIMMER OF HOPE**

Toronto – ACTRA is optimistic the Canadian Radio-television and Telecommunications Commission (CRTC) will heed Canadian performers' concerns that private TV broadcasters must do more to support Canadian programming.

"Today, performers have reason to believe that the CRTC is finally listening to Canadians' desire to see more Canadian content. Especially on the heels of a record-spending year buying Hollywood shows, it's good to hear the CRTC suggest that it's now time for private broadcasters to invest equally in Canadian content as they do on foreign programming," said Stephen Waddell, ACTRA's National Executive Director.

The CRTC announced today how it plans to narrow the scope of licence renewal hearings for private conventional television stations. In particular, the CRTC said that it will explore whether to impose a 1:1 ratio requirement between Canadian and non-Canadian programming expenditures and will soon hold station group-based renewal hearings on account of recent broadcasting consolidation.

Earlier this week, the CRTC's annual report on the state of Canadian private TV broadcasters showed a whopping spending-record \$775 million on foreign programming in 2008, up 7.4% from 2007. Spending on Canadian dramas remained relatively stagnant at \$88 million; while total expenditures on Canadian programming were relatively unchanged at \$619.6 million.

"We look forward to seeing more private TV broadcaster support for Canadian programming. We also hope the CRTC will ensure a process that is fair to all players in the industry including giving the industry full access to statistics on how private TV stations actually broadcast Canadian content," said Waddell.

ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) is the national organization of professional performers working in the English-language recorded media in Canada. ACTRA represents the interests of 21,000 members across Canada – the foundation of Canada's highly acclaimed professional performing community.

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Affiliated with the Canadian Labour Congress (CLC)
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