



**For Immediate Release  
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**PERFORMERS ASK PARLIAMENT TO SHOW LEADERSHIP ON BROADCASTING**

*We have to get beyond the idea that Canadian broadcasting is in 'crisis'*

**OTTAWA** – Canadian actors Wendy Crewson and Richard Hardacre, ACTRA's National President, told Parliament that Canadians need MPs to show leadership and present a modern vision for Canadian broadcasting. Appearing at the Heritage Committee's hearings into Canadian broadcasting, ACTRA asked MPs not to fall for private broadcasters' panicked pleas for deregulation.

"We have to get beyond the idea that Canadian broadcasting is in 'crisis', take a step back and create a long-term vision for a strong, vibrant independent Canadian broadcasting system. These hearings have made it painfully clear that we will not get the leadership we need from private broadcasters or cable companies," said Crewson.

"We're looking to our elected leaders to step up and help us create a road map that reflects media convergence and ensures a vibrant broadcasting system that serves all Canadians," said Hardacre. "The whole concept of a 'crisis' in Canadian broadcasting has been exaggerated by private broadcasters who are seizing on the economic downturn to hold us hostage on the issue of fee-for-carriage, to leave communities without newsrooms and to free themselves of regulation that perhaps they never wanted in the first place."

Broadcasters' out-of-control spending on U.S. programming and acquisitions meant that even after years and years of often record-breaking profits, when the advertising market softened, they had no flexibility to adapt and ride out the temporary downturn.

ACTRA also urged Parliamentarians to make funding the CBC a top priority and confirmed its support for the Heritage Committee's own recommendation that the annual allocation for the CBC be increased by \$7 per Canadian.

"This is a turning point in Canadian broadcasting. Not because we have a 'crisis'. But because we have an opportunity," said Crewson.

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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