

TOP TEN TALKING POINTS TO SAVE THE CBC!

Here are our “top 10” points you can share in your social media feeds, in conversations with friends, and in interactions with federal election candidates:



- 1. People like the CBC!** No matter who does the polling, a solid majority of Canadians say they like and trust the CBC. It’s their first choice for information, especially in a crisis.
- 2. CBC is regularly used by a majority of Canadians.** It has the highest rated morning radio shows in most cities in the country; 64% of Canadians watch its TV channels regularly or occasionally, and 21 million Canadians use its online services every single month.
- 3. Canada is facing a threat to its sovereignty.** This is not a time to eliminate a national unifying voice.
- 4. Communities across the country would get less or no local news if the CBC was gone.** The CBC is the largest newsgathering operation in the country, with bureaus in every province and territory, in 66 cities, in English, French and eight indigenous languages. In many cities there is no other option.
- 5. The private sector is not the solution.** It has abandoned news in most cities and is unlikely to return, no matter what. News is not as profitable as it used to be. The industry has collapsed over the past three decades largely because digital giants such as Facebook and Google gobble up nearly all the ad revenue.

6. **Misinformation and disinformation are rising threats** – to our democracy, our autonomy and our shared sense of facts. A reliable public news source is the best defense against these threats.
7. **The CBC is accountable to the public** and not to a group of rich shareholders. About 70% of its funding comes from an amount agreed on by all parties in Parliament. The rest comes from advertising.
8. **The CBC is a good deal** at 10 cents per day per Canadian, for a total of \$1.4 billion in 2024. That's 18th out of 20 Western nations in funding per capita.
9. **The CBC represents less than 1% of public spending.** Eliminating it will do little to address any deficit, and will do nothing to make life more affordable. Instead it would eliminate one of the few services that's free for all citizens.
10. **Canadian culture as a whole would be weakened if the CBC was defunded. The CBC is the key financial backer for most made-in-Canada TV production** in both English and French. With the CBC gone, funding of the screen industry would be left to the likes of Netflix and Amazon, which tend to de-emphasize or disguise Canada in story lines.

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