



BRIEF

**MEETING WITH THE STANDING SENATE COMMITTEE ON TRANSPORT AND COMMUNICATIONS
MARCH 24, 2014, AT 6 :30 P.M., 13TH FLOOR OF RADISSON HOTEL
288 PORTAGE AVENUE
WINNIPEG, MANITOBA**

CBC/Radio-Canada plays an essential role in preserving Canadian culture and cultural identity in the Francophone minority context, and particularly in rural Manitoba. Canada's cultural identity will be at risk without CBC/Radio-Canada, its programming and its services.

CBC/Radio-Canada does everything it can to adapt to new technologies and acts as a catalyst for bringing audiences together, even though the corporation receives less and less funding. We are able to connect to our regions through the various services offered by CBC/Radio-Canada on various platforms. The public broadcaster offers access to podcasts of radio shows, instant notification applications, sports and live streaming, for example, CBC music, Ici ARTV, 360° - Radio-canada, Espace Mu, Info sport and Baladodiffusion (mp3).

It is essential for people of all ages living in rural areas to have an Internet connection. For example, my 20-year-old son, who is a student at the Université de Saint-Boniface, regularly watches "Power and Politics", "The National" and "Le Téléjournal" on his laptop. Every day he listens to reports and newscasts on his phone while he walks to university. He learned about Canada winning a gold medal when it happened, through real-time notifications on his phone from CBC/Radio-Canada.

CBC/Radio-Canada is in line with the vision of the ACFM, and we recognize its importance as an essential partner, since it highlights the realities facing Francophone communities in Manitoba and across the country and promotes and demonstrates the vitality and vibrancy of our minority communities. It is very important for Francophone minority communities to see themselves and hear themselves if these communities are to flourish, and CBC/Radio-Canada makes this possible.

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“CBC/Radio-Canada's programming activities fall under the jurisdiction of the *Broadcasting Act* that contains a number of provisions relative to the treatment of Official Language communities. The *Broadcasting Act* states as policy that:

- "the Canadian broadcasting system, operating primarily in the English and French languages and comprising public, private and community elements, makes use of radio frequencies that are public property and provides, through its programming, a public service essential to the maintenance and enhancement of national identity and cultural sovereignty";

and that

- "English and French language broadcasting, while sharing common aspects, operate under different conditions and may have different requirements". (Taken from: <http://www.cbc.radio-canada.ca/en/reporting-to-canadians/official-languages/responsibilities/>)

In conclusion, we are aware that CBC/Radio-Canada is trying to maintain its place by adapting to new trends, in spite of the challenges it faces every year as a result of cuts. We urge the Senate committee to recognize CBC/Radio-Canada as the voice, profile and reflection of Canadians, and more specifically, of Canadians living in rural, minority communities, which are great places to live in French. CBC/Radio-Canada is family; it is about exchanging views; it is about cultural enrichment. It is at the very heart of Francophone minority communities in Canada.

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Vision

Working together to develop Francophone culture and arts in the heart of our rural Manitoban communities.

Mission

The Association culturelle franco-manitobaine, inc./Franco-Manitoban Cultural Association Inc. (ACFM) is the official representative and supporter of rural communities' cultural committees in Manitoba. It contributes to Francophone cultural and artistic development by facilitating the implementation of programming and support services for its member cultural committees. Through the cultural committees, the rural Manitoban communities have access to enriched cultural programming in the French language.



ASSOCIATION CULTURELLE FRANCO-MANITOBAINE

Accueil | À propos de l'ACFM | Programmation | Contactez-nous

Ensemble vers le développement de la culture et des arts au Manitoba rural

Accueil ACFM

Nous sommes l'ACFM

Bienvenue sur le site de l'Association culturelle franco-manitobaine, inc. (ACFM), l'organisme qui regroupe 18 comités culturels visant à développer la culture et les arts de la francophonie au rural et à les faire découvrir par des gens d'ici et d'ailleurs.

Un centre de ressources virtuel pour ses membres. Cliquez pour voir!

CENTRE DE RESSOURCES

- Documents
- Formulaires
- Communiqués

Banquets

Un répertoire pour les artistes franco-manitobains. Inscrivez-vous!

CYBERCAFÉ CULTUREL

- Calendrier d'activités
- Médias
- Voix culturelles

Langue: Français

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Manitoba

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