



9 January 2014

Mr. John Traversy  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario K1A 0N2

Filed Electronically

Dear Mr. Traversy:

**RE: Let's Talk TV: CMPA-Hosted Flash! Conference Reports**

The Canadian Media Production Association (CMPA) is pleased to report on the six Flash! Conferences we organized in November and December 2013 as our contribution to Phase 1 of the Commission's *Let's Talk TV Conversation with Canadians*.<sup>1</sup>

The CMPA represents the interests of screen-based media companies engaged in the production and distribution of English-language television programs, feature films, and new media content in all regions of Canada. The CMPA's member companies are significant employers of Canadian creative talent and assume the financial and creative risk of developing original content for Canadian and international audiences.

In hosting these six conferences across the country - in Winnipeg, Halifax, Toronto, Vancouver, Edmonton, and Montreal - the CMPA's goal was to ensure the views of members of the Canadian content creator community are included amongst the many views the Commission will hear from Canadians in Phase 1 of its process to consider the future of the Canadian TV system. With the help of others in the creative community, including ACTRA, the Directors Guild of Canada (DGC) and the Writers Guild of Canada (WGC), we reached out to actors, directors, writers, service unions, independent producers and film/TV students so that they could add their voices to the discussions. And because we represent the content production industry, we professionally video-taped each session. The links to the video coverage of each conference are provided below. We are also submitting DVDs under separate cover.

In each session we gathered a range of local or regional content creators together to ask them what they think the future of TV will (and should) look like and how creators will fit in. We

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<sup>1</sup> The CMPA also hosted a seventh Flash! Conference, on the Future of Feature Film on TV; we have filed our report on that conference under separate cover.

asked them what will be the role of Canadian programming in the future, and how will they get their programs to Canadians. We also explored with them the role they think the Commission or government should play in shaping the future Canadian TV system.

What emerged from these sessions is a united view that Canadian TV creators want the opportunity to make and show their programs to Canadian and world audiences, and a belief that Canadians want to watch high-quality Canadian content – although not necessarily stamped with traditional “made in Canada” icons. To be competitive in both the domestic and the international marketplace, Canadian TV programs need to stand up against not only American shows, but dramas, comedies and documentaries from around the world.

The future role of the Commission was also front and centre during our cross-country sessions. There was a widely-held view that the Commission needs to focus increasingly on supporting Canadian programming regardless of the delivery platform, and many questioned why Internet broadcasters operating in Canada (like Netflix) aren’t required to put money back into the Canadian system.

### **The CMPA-organized Flash Conferences**

The **Winnipeg Flash! Conference** was held on November 27, 2013 and was organized by the CMPA in conjunction with Nicole Matiation, Executive Director, On Screen Manitoba. It was facilitated by local Communications and Marketing expert David Pensato and was held in a classroom at The Arts and Cultural Industries Association of Manitoba. There were 14 participants including independent producers, ACTRA members, and representatives from Red River College, the National Screen Institute and Cinema Canadiana. The discussion lasts 1:27:20.

[Video Link](#)

The **Halifax Flash! Conference** was held on December 4, 2013 at the Lord Nelson Hotel. The event was coordinated by the CMPA in conjunction with the Atlantic Film Festival’s Laura Mackenzie and facilitated by consultant Gord Whittaker. There were 17 participants including independent producers, IATSE, The Writer’s Guild, ACTRA and the DGC. The discussion runs 1:22:32.

[Video Link](#)

The **Toronto Flash! Conference** was held on December 5, 2013 at the CMPA offices. It was organized by the CMPA and by Sarah Ker-Hornell from Film Ontario. David Zitzerman, the Head of Entertainment Law at Goodman’s facilitated the discussion involving more than 30 people, including a cross section of independent producers, directors, actors, writers, NABET members, students and other industry stakeholders. The conference runs 1:34:31.

[Video Link](#)

The **Vancouver Flash! Conference** was held on December 10, 2013 and was organized by the CMPA and facilitated by consultant Rob Egan. It was held at the Vancouver Film School with a cross section of 19 independent producers, writers, directors, actors, students and industry stakeholders. It runs for 1:19:05.

[Video Link](#)

The **Edmonton Flash! Conference** was held on December 10, 2013 at the World Trade Centre. It was coordinated by the CMPA and Bill Evans from AMPA, and facilitated by the CMPA's Jay Thomson. Attendees included independent producers, lawyers, IATSE members, actors, NAIT graduates, writers, directors and other members of the production sector. The event runs 1:11:22.

[Video Link](#)

The **Montreal Flash! Conference** was held on December 10, 2013 at Concordia University. The event was organized by the CMPA and by Kirwan Cox from the Quebec English-language Production Council (QEPC) and facilitated by consultant Robert Armstrong. About 15 people participated. It runs 1:28:53.

[Video Link](#)

The CMPA is glad to have been able to contribute to Phase 1 of the Commission's Let's Talk TV initiative and we look forward to actively participating in future phases.

Sincerely,

*[original signed by]*

Michael Hennessy  
President & CEO