



25 John Street, Suite 6C300, Toronto, ON M5V 3G8

June 29, 2023

Hon. Pablo Rodriguez
Minister of Canadian Heritage
15 Eddy Street, 12th Floor
Gatineau, Quebec
K1A 0M5

Email: hon.pablo.rodriguez@pch.gc.ca

Dear Mr. Rodriguez

Re: Draft Policy Direction to the CRTC (Sustainable and Equitable Broadcasting Regulatory Framework)

The Black Screen Office (“BSO”) would like to thank you and your staff for listening to stakeholders in the drafting of the Draft Policy Direction in support of the modernized *Broadcasting Act*. We will not be commenting on the Draft Policy Direction posted in the Gazette as from our perspective it provides the CRTC with the necessary direction to implement the modernized regulatory policy consistent with the government’s stated intentions.

In particular, we are heartened that the direction specifically refers to requirements rather than incentives in support of programming created by Black and other racialized creators as systemic barriers will only be removed when the Canadian broadcasting system is required to do so. Requirements are enforceable and will ensure that measurable goals are set and there are consequences for not meeting them.

We also welcome the extension of the time limit to implement the modernized framework from nine months (as set out in the draft Policy Direction pursuant to Bill C-10) to two years. The longer length of time is necessary for such a significant overhaul of the system and will allow for thoughtful analysis and decision-making.

Congratulations again on issuing a Draft Policy Direction that reflects an understanding of the challenges the CRTC will face, the concerns of equity-seeking stakeholders such as the BSO and demonstrates a willingness to listen and adapt.

Yours very truly,

A handwritten signature in black ink, appearing to read 'Joan Jenkinson', is written over a thin horizontal line.

Joan Jenkinson
Executive Director
Black Screen Office

c.c.: Mathew Gray