

**Submissions to pre-budgetary
consultation by FRIENDS supporters**
February 28, 2022

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**STANDING UP
FOR CANADIAN VOICES**



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CBC Television no longer broadcasts in New Brunswick and the CTV station I can receive is still broadcasting an analog signal that is always snowy and often off the air after storms. On the other hand, I can receive 7 US channels on my rabbit ear antenna. I do see the need for and value of a public broadcaster and I feel that the CBC should receive the funding needed to bring Canadian content to all parts of Canada.

Mark J. - Bloomfield, Carleton County, NB

The CBC matters to me because it unifies us as a country by telling stories of Canadians from Coast to Coast. It also keeps us from being American.

Mark W. - Toronto, ON

The CBC matters to me because... It unifies our country.

Isabel M. - Toronto, ON

CBC/Radio-Canada is the bastion of Canadian culture and values. Shows like Anne with an E showed Canadians (and Netflix subscribers from around the world) the trauma indigenous families went through without being preachy or unrelatable. The National gives unbiased, evidence-based converge of world affairs so we can make informed choices about our everyday lives. Tout le monde en parle provides accessible French-language content to those seeking to improve their French while building their appreciation for the bicultural, bilingual nature of our nation. CBC/Radio-Canada must receive adequate funding free from political interference if we are to continue to have an independent, strong, and inclusive Canadian culture. I strongly support a significant increase to CBC's funding (triple or more) and any moves to guarantee long-term funding separate from politics (as the BBC has).

Colby B. - Montreal, QC

The CBC matters to me because...the programs are awesome and important to us.

Rhiannon F. - Winnipeg, MB

The CBC matters to me because I rely on it for my news, and more importantly, for the analysis and background for the news headlines. CBC has been hugely important to increasing my awareness of, and sensitivity to Indigenous issues, perspectives, and the urgent need for both TRUTH and reconciliation. Unreserved is a great program, and Shelagh Rogers has introduced me to so many Indigenous (and BIPOC) writers on The Next Chapter. And Tapestry. And Ideas. All these programs have educated me so much, and inspired me to put what I have learned into action (policies, programs) in the organizations where I volunteer.

Kae E. - Waterloo, ON



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We need a Canadian viewpoint. CBC has been doing that for decades. Journalism is threatened around the world, we should be doing everything we can to protect the truth.

Line Marie C. - Nanaimo, BC

The CBC matters to me because the news keeps me current. Arts in Canada is not easy so should be supported. Elevating the Arts heightens morale, strengthens relationships and fosters communication.

Mary Louise H. - Ottawa, ON

The CBC matters to me because...Broad-based public news and programming is urgently needed in the effort to maintain democracy. Privately funded news and entertainment WILL have a message promoting private interests and profit. Don't allow this thread of open information to be cut. Public funding of public radio is critical.

Robert W. - Surrey, BC

I believe that the CBC is a vitally important part of Canadian culture. Aside from the power of excellent journalism that the CBC has been upholding for decades, the support for Canadian artists is invaluable. I'm thinking of writers, musicians, filmmakers... Some of the flagship shows like As it Happens, Cross Country Check Up, The Current, and Q are rich additions to our cultural landscape and to our country's sense of unity.

Sharon S. - Toronto, ON

For decades, the CBC has been the glue that binds Canadians from coast to coast to coast by providing a Canadian perspective on news at home and abroad. The CBC has played an important and critical role in reporting on the pandemic, keeping Canadians informed on statistics across the country and advice from Health authorities in Canada. Today more than ever, we see the spread of misinformation, hate and illegal content streaming across our border. Again, we need the CBC more than ever to provide us the safe, reliable and authoritative space in which to receive our news. I am very pleased that the government recognizes its important role and will provide the necessary funding to ensure its stable role in Canadian society.

Thank you!

Geralyne D. - Montreal, QC



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The CBC matters to me because it is the voice of Canadians and helps remind us of who we are as a people and what differentiates us from the U.S and other countries. It is an evolving story but Canadians generally see ourselves as a caring and sharing society seeking moderation and consensus versus the rights of the individual found across the border to our South.

Rob M. - Lunenburg, NS

The CBC matters to me because... It is my sole source of balanced, non-corporate-oriented news. Along the same lines, it is notably the principal source of Canadian entertainment and educational programming, with the sole exception of TVO.

Greg W. - Toronto, ON

The CBC matters to me because... The powerful images of our citizens in stories, documentaries, news, investigations must be shown and listened to. Our children need to have quality programming in all of our languages to further add to the Mosaic of Canada. Without proper funding we will lose our voice, our position, and our presence. The funding for the CBC programming (Radio, TV, Documentaries) should be tripled to make up for the funding shortfalls of previous years. We should be a leader not a follower.

Helen G. - Oshawa, ON

The CBC matters to me because it is Canadian. The press needs to be a free Canadian press again, to reflect Canadians again. Not government narratives. CBC should not be subject to government overreach and influence and should go back to being a public entity. CBC is still good for music though.

Marco C. - Winnipeg, MB

The CBC matters to me because it is my go-to for information I know is accurate. In a time when there is so much misinformation and “alternative facts”, we need a reliable news source. CBC also reflects the many different cultures which increases my understanding of new Canadians. In a nation where cultural diversity is increasing, it is important in building tolerance and reducing prejudice.

Leanne T. - Ballinafad, ON

The CBC matters to me because it is the only truly national institution which reflects the Canada I know and love and is always source of reliable independent news and journalism. I have had the privilege of travelling extensively throughout our country and lived in 5 of its provinces. CBC programs always explore stories of national and local interests from all perspectives while trying to avoid political bias. And yes, it is a fifth column holding our political and economic institutions accountable because it enables the average citizen's voice to be heard. CBC has brought Canadian



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democratic and humanistic values into my home - values that make Canada stand out as a shining beacon amongst the nations of the world in putting people first. If you want my vote, then you and your political party must vote for retaining and properly funding our wonderful CBC

Jurek R. - Kingston, ON

The CBC matters to me because... CBC is one of the only trustworthy news sources in Canada, specifically focused for Canadians. Without the CBC, misinformation and mediocrity will continue to overwhelm social media channels and spur on such movements as right-wing extremism. CBC truly reflects Canadian values and excellence in journalism.

Margaret R. - Puslinch, ON

The CBC matters to me because...basically the best way to acquire information

Sylvia K. - Ottawa, ON

The CBC matters to me because...it's the only station I listen to morning and evenings.

Huguette H. - White Rock, BC

The CBC matters to me because it is truly Canadian, unbiased and willing to speak the truth. Privately owned networks are owned by corporations and cannot always be counted on to present unbiased coverage because of the ownership bias. CBC is owned by the people and it must stay that way. For this to happen it must receive the funding necessary to preserve its unique role in the life of Canada.

Brian H. - Regina, SK

The CBC needs to be able to do unbiased independent investigative journalism, that provides Canadians with the TRUTH ABOUT IMPORTANT ISSUES -- even when the truth is not in line with the government narrative. Without this quality of reporting, the CBC is IRRELEVANT.

Phil C. - Thornhill, ON

The CBC matters to me because the democratic majority needs a voice. Given that the vast majority of media outlets in Canada are in private hands -- in fact, in the hands of wealthy corporations and their shareholders -- we need a media outlet that speaks in the public interest. I need -- we need -- a public broadcaster that will reflect our common interests in democracy, in a healthy population and a liveable environment. Please ensure that the CBC has the resources to protect what is best about this country.

David L. - Toronto, ON



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The CBC matters to me because it is not controlled by corporate interests and strives to provide programs specifically relevant to Canadians and various regions thereof, and it aims to present fair and balanced news coverage.

Gerry R. - Regina, SK

The CBC matters to me because it is news that I can trust and Canadian content that is important to me. It is on all day long in our house and I want to keep it that way. Please fund the CBC so that all Canadians have access to excellent journalism, Canadian culture and relevant, timely information.

Maureen W. - Burlington, ON

The CBC matters to me because it's the most reliable and objective source of news from every part of Canada and does a remarkable job of supporting both young and established artists and cultural institutions in Canada.

Daryl L. - Salt Spring Island, BC

The CBC matters to me because... It is Canadian, belongs to Canadians and Canada. Enough said.

Michael E. B. - Dipper Harbour, NB

The CBC matters to me because... It is important to have a national voice that connects and updates us across our geographically large and diverse nation. Not only news stories, but the many Canadian content programs help keep our Canadian culture alive

Mavis B. - Sarnia, ON

The CBC matters to me because it captures our stories, exposes abuses against the vulnerable, entertains and educates us. The first two functions are essential to nourishing our Canadian identity and awakening our conscience; no commercial enterprise would do the same. The tiny subsidies given to CBC are worth their weight in gold and are far less than other countries provide for public broadcasters. Please increase the CBC budget and keep it non-partisan at its board of director's level.

Alan A. - Ottawa, ON

The CBC matters to me because it is the only network who supports and presents programs of Canadian content and culture. The other networks rely on American produced and American content programs to fill their schedules.

Allen B. - Guelph, ON

The CBC matters to me because... I listen to CBC radio daily. The radio is often on from 7 a.m. to 6 p.m. on weekdays. The national stories, the hosts' personalities, the news, and perspectives beyond my small city world are significant to my feelings of pride in being Canadian, and to being a well-rounded, ethical, thinking member of society. I hear conservative politicians threatening the CBC, and I truly don't understand what criticism they could possibly have towards such an important unifying force. And, given years of decreasing funding and its impacts, I believe the CBC radio programming and content are still relevant and powerful despite fewer resources. I do see CBC TV shows (and I watch GEM regularly), however, it seems to me that people who criticize the existence of the CBC do not listen to CBC radio. It is the place where journalistic integrity and professionalism are a constant presence. I do not feel the deep connections to show hosts on other radio stations. And I think CBC radio is so necessary in getting stories told from coast to coast to coast. I cannot imagine my days without CBC radio. And CBC TV is important, too, but it has a more subtle impact in my days.

Lorraine S. - Saskatoon, SK

The CBC matters to me because it ties & brings us together. Because it is independent of big corporate interests, it forces the other corporately owned stations to actually cover the news more or less fairly. Without it we would see much more US style Fox News especially the small size of our very spread-out population.

Ron L. - Nanaimo, BC

The CBC matters to me because... I listen to CBC radio a lot and enjoy CBC programs often, programs that reflect Canadian culture and values. Compared to other major media companies, (especially CTV which plays too much American programs such as endless Big Bang Theory repeat episodes), CBC is a necessary public broadcaster and needs permanent funding so it doesn't have to endlessly fight to keep it.

Barb T. - ON

The CBC is an essential part of my day. I depend on it for unbiased and well-researched news, documentaries and some excellent dramas and comedies. It keeps me connected with what is happening across our vast country. If not for the CBC I would know little about the Provinces/Territories East, West and North of Ontario where I live. The CBC is not afraid to face controversy and bring on opposing viewpoints to discuss issues of concern that affect all Canadians. It helps to break down isolation and barriers between people and without it Canada would lose a vital source of information, analysis and entertainment.

Estelle A. - Toronto, ON

CBC radio matters to me because the combination of local programming, which



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gives a voice to all of us, and national programming, which allows us to speak to each other, creates a civil discussion, which enables us to confront our problems honestly and avoid simplistic solutions. This is all the more essential these days, as our democracy and our very existence as a civilized society are under threat, as never before.

David E. - Saskatoon, SK

The CBC matters to me because... It has the all the important news and shows that are uniquely Canadian and it gives us a voice that shows the artistic sensibilities of Canadians in amongst a barrage of American shows which do nothing to advance our views or our country! Please fully fund our CBC so we can support Canadian artists and expand the stories that are important to us from coast to coast! Thank you so much for your time and consideration on this ever so urgent and important matter! 'The time is always right to do what is right.' Dr. Martin Luther King Jr.

Wendy B. - Halifax, NS

The CBC matters to me because I live in a rural area with no cable and spotty internet. CBC is my only trustworthy source of information. News and facts are important. CBC is the only source for many Canadians. Keep the CBC funded.

Rita J. - North Milton, PEI

The CBC matters to me because... There is so much fake news and it frightens me that a cohort of people believe it! We do not want this to spread & infect our country's values and beliefs. The recent truckers / anti-vacciners' demonstrations & blockades around the country is a perfect example. We Canadians DO NOT WANT to be 'brainwashed' or adopt fake & useless rhetoric like many Americans. Independent journalists & staff at CBC tell it as it is; have always provided the truth to both sides of every story. Their coverage reflects and represents all Canadians, the research & fact-checking is always reliable, & its variety of programming fulfills the needs of everyone in this country. CBC is a trusted Canadian institution that Canadians have faith in, it's an exceptional broadcaster, one I am proud of. It is absolutely NECESSARY to continue funding the CBC!! No more cuts!!! I would be extremely wary and against any political party that chose to defund or cut budgets to the CBC. It belongs to and is for the people of this great nation. It's not up to politicians to decide its fate!

Sonja M. - Montreal, QC

The CBC matters to me because it brings us together across the whole country. It strengthens our idea of Canadian togetherness. It's important to me because I get to watch and listen to fellow Canadians' ideas, experiences and true Canadian creativity from coast to coast.

Monika M. - Vancouver, BC

The CBC matters to me because it is one of the few sources of trustworthy news and thoughtful interviews with people from around the world. Programs such as Quirks and Quarks are wonderful. Some years ago a town in northern BC had two radio stations, the CBC and a local one. The news broadcasting of local events was fine. Going further afield sometimes caused problems such as the time when I learned that the pheasants in Yugoslavia were revolting.

Greg L. - Courtenay, BC

The CBC matters to me because... It keeps me informed, entertained and connected with Canada and the rest of the world. I listen most of each day and constantly appreciate the excellent journalism. It's a strong connector and highly supports our national identity that is one of the most important ways of defining this identity. Keep up the good word, despite all the sad budget cuts.

Robyn S. - Toronto, ON

The CBC matters to me because its news covers the country with the everyday person's activities and concerns, and CBC produces high quality entertainment that speaks to me. I get tired of US news coverage and superficial headline reports, so turn to CBC for more in-depth reporting with more Canadian content. Since budgets have tightened, I feel the CBC has become Toronto-centric (e.g., Montreal rarely makes the weather forecast), but even that is better than the US focus I see elsewhere. My children have been living in other countries, and appreciate it when I share stories from home from CBC. Please let us be proud of our publicly supported media and don't squeeze it to death.

Dana S. - Montreal, QC

With the Covid crisis and now the freedom convoy, I have seen that CBC news takes a very pro-government, biased reporting of these events, since I have seen quite different reporting elsewhere. I love that CBC is a national agency that reports on all things Canadian, but because it is funded by the government, I feel that it has become a mouthpiece of the government. Anti-contrarian views are presented in a negative, dismissive tone (or not at all). Interestingly, it seemed to me that when Harper was in power, there was more of an anti-government tone compared to what we are seeing now. I am a science trained person and I know that there are medical treatments for Covid, yet any discussion of these treatments goes against the narrative so have been dismissed or not even mentioned in CBC. So, I would like to see a CBC that does not continue with the divisive narrative but takes a neutral tone and presents all sides of the story, and actually does Investigative Journalism vs parroting the views of their funder. This can be hard if it goes against government mandates, since ultimately the government is the boss. Somehow CBC needs to have editorial independence from the government without fear of losing their funding. This is what needs to happen.

Paula V. - Castlegar, BC



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Without the influence of advertisers, CBC is in a perfect position to tell stories about all Canadians, regardless of who they are, where they live, or what they believe. CBC has the ability to bring us together with understanding of and respect for our diversity as Canadians. We have important stories to share, not just with one another, but with the world. More money = more stories = more diversity = more unity.

Nadine D. - Ottawa, ON

The CBC matters to me because it delivers a truly healthy nutrient of Canadian Culture.

William O. - Lumsden, SK

The CBC matters to me because it is a reliable independent source of information on public policy issues not influenced by wealth or party politics considerations. It is national in scope so is available even in most remote communities.

Vic W. - Regina, SK

The CBC matters to me because I think, even in the digital age, every country should endeavour to have and support a public broadcaster...one who can be relied upon to not only reflect ourselves back to us, but also one who can be relied upon to reliably bring the world to us AND bring us to the world all without being tainted by corporate or government influence! The CBC has accomplished this in the past, but they have also had to frequently fight various constraints, in terms of budget uncertainty as well as political influence from without and within. I want a robust and free public broadcaster.

Jeffrey A. - North York, ON

Years ago, I was driving across Canada and made a stop in Atikokan. I was a 3rd generation Torontonion and I wondered what I would have in common with someone from that small, remote place. It turns out that CBC radio was the answer. CBC radio was the lubricant that enabled lots of conversations with a wide variety of people. Perhaps today, more than then, this has become very important. We need something that ties this country together as our mythology falls apart.

Marilyn F. - Peterborough, ON

The CBC matters to me because, in an era of misinformation I can trust it to cover issues of national importance in a fair and balanced manner. The CBC also addresses diverse topics of importance to all Canadians through in-depth documentaries and provides family-friendly programs that all ages can enjoy. With the advent of Gem, CBC programming has become even more accessible.

Xenia K. - Milford, ON



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If the pandemic has shown me anything it's that social media has been the source of massive disinformation, hate, disrespect, and civil unrest. If we're going to survive as a country, we need to tell better stories. We need excellence in journalism that is not driven by profit, but rather by truth, facts and science. As racism is on the rise we need all Canadians voices to be heard. We need a safe, rational place to communicate. We need shows that speak to Canadian values like open-mindedness, fairness, equality and humor. Sure the economy is important, but community is more important. Nature is more important. For far too long, government have been obsessed with economic growth above all else. The private sector knows how to make a profit, not how to create community and vision. As Oscar Wilde said, they know the cost of everything and the value of nothing. Let's bring back sanity, reason, politeness and good humor. Protect the CBC and make it strong, non-partisan and true to our better angels...a force for good in a world that desperately needs to get back in touch with reality.

Elaine J. - Mount Albert, ON

The CBC matters to me because it is a truly Canadian part of me. It has been since I was a child - and later when I lived up north in Lynn Lake Manitoba where we had no TV and depended on radio for news and views. I have loved the storytellers on CBC whose stories bound us all together, province to province, in a truly Canadian way. Where would we have these experiences without the CBC? I am a fan.

Joan B. - Winnipeg, MB

CBC radio has been a part of my life for a long time because of intelligence, solid reporting, left wing leanings, and reasonable music.

Marcia P. - Hastings, ON

The CBC matters to me because we need an independent media from commercial concerns. That has been slipping in recent years!?

Arden C. - Slocan Park, BC

The CBC matters to me because it is the most important news and broadcast organization in the country. We need more CBC! Restore FULL funding, tax Netflix and all private corporations that operate in Canada and especially those that benefit from the CBC news work.

Carl C. - Regina, SK

The CBC matters to me because it is the one thing that binds our country together!

Sharon S.

The CBC matters to me because... I like the content, the staff are professional and do not support one party. They seem to be able to stay neutral.

Margaret M.

We must have an independent vector for all Canadians to air their opinions on the issues of the day and to be able to be heard and to listen nationally. We need an instrument to convey humour, satire and good entertainment from time to time. God knows it certainly can't be found on any other radio/tv medium I've heard in many years! It is a national treasure, and we as a nation have given, traded or sold too many of them in the last few decades! The CBC is one vessel that carries our nation's essential raison d'être sea to sea to sea. Let's nourish it not throttle it!

Dave R. - Seabright, NS

The CBC matters to me because... it is the voice of the country. Without it we will be smothered by the US. "Canada lives here"

Gwen S. - Chemainus, BC

The CBC matters to me because it provides the opportunity for us to tell Canadian Stories. Stories of the past, present and future, allowing us to see ourselves as we were, are and imagine how we can be.

Brenna S. - Waterford, ON

The CBC matters to me because it accelerated the process of my feeling at home in Canada. I am an immigrant - from the United States. My husband, two young children, and I moved here in 1978 when my husband was hired by a Canadian Counselling Centre. The person who hired him, also a US citizen, met with us before returning to the US. When asked for suggestions to help us adapt, he said (approximately, it was a long time ago,) "The most important thing I can tell you is that this is not the United States. It is an entirely different culture, with different values and sensibilities. Don't be deceived by the common language and familiar icons (e.g. the golden arches, KFC). Try to remain sensitive to the nuances.

Americans can do and say things in a way that Canadians might find offensive. They will never tell you (Well, maybe they would now.) Be attentive. It's a wonderful country." I was very aware of not having a "sense" of the country. PEI is not Maine. BC is not California, though there are similar vibes. There's a different texture, and thanks to our orientation by this individual, I was able to identify my need to achieve a different, if you will, geographic consciousness. Enter the CBC. I was so thankful to the CBC for all I absorbed from listening to CBC radio in particular. (Our family didn't watch a lot of TV, but things like Mr. Dressup, the Friendly Giant etc. certainly informed the children.) Interviews, conversations, documentaries from all over the country, the great Peter Gzowski, great-hearted lover and sharer of all things Canada helped me on my journey to becoming a whole-hearted Canadian citizen.

Lee P. - Toronto, ON



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The CBC matters to me because I depend on it every single day of my life to bring me the latest news from around the world, especially from Canada. The quality of responsible journalism and commentary is unparalleled in the world! It connects all Canadians. It unites the expanses of our exceptionally large country, and in so doing, sustains our common culture. It even contributes to our culture with its speed and accuracy of events as they unfold--with a minimum of commercial interruption. When history is made in Canada, we, the listeners and viewers, feel a part of it. Please, support the sustaining and development of the CBC, the most credible and valuable journalistic institution in our country.

Karen L. - Toronto, ON

The CBC matters to me because CBC radio has been and continues to be a cultural and news lifeline for Northern BC. Cuts to CBC radio only serve to further isolate and alienate the North. As we continue to adopt the American model of news and programming, we lose a balanced Canadian perspective.

Richard J. - Smithers, BC

The CBC matters to me because... it unites our country and gives us trustworthy news

Anne Marie M. - Victoria, BC

The CBC matters to me because it is part of my life. I would be lost without it. I listen to the CBC radio daily. I learn so much listening to the radio programs. I like a lot of CBC tv programs and my daughter still watches CBC kids despite being 11. Plus they have the best Olympics coverage.

Shelley T. - Kamloops, BC

The CBC matters to me because more than ever in these times of false information propagated online and by biased media, Canadians need a fair and unbiased source of news they can rely on. This is especially important in the small communities across the country that have lost their newspapers. We need to support the CBC — and increase the funding for the valuable service its journalists provide to keep Canada strong and free.

B E. - Waterloo, ON

The CBC matters to me because I love the programs that keep us up to date on what our Calgary neighbours think; what other Canadians are thinking and what's happening globally. Favourite Programs: the eyeopener, Cross Country checkup; The homestretch, and the National!!! We love the comedy because we all love to and need to laugh!!!

Joey S. - Calgary, AB



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The CBC matters to me because Canadians need the CBC more than ever. It is the public square that brings us together, instead of driving us apart. And it needs to be properly funded to fulfill this important role. I support the CBC, because it connects us from coast to coast and it's essential to the preservation of Canadian culture.
Silvia C. - Winnipeg, MB

The CBC matters to me because it is so very important for honest news and programming. It is the best place by far to guarantee information is correct and forthcoming. My Canada has a strong vibrant media outlet with Canadian programming in a variety of forms. Funding has to increase to a level where we can get back to Canadian programming including at least all of the things that have disappeared over the last decade or so. At the very least I would ask that the budget double. Perhaps we need a division where the CBC has funds to sell its programming so that people with negative impressions will begin to change their attitudes about the CBC and encourage its growth.
Brian W. - Ottawa, ON

The CBC matters to me because its mandate is to defend the Canadian stories, news, and Canadian culture. I urge you to increase the CBC's budget in order to make our national public broadcaster ad-free now and in the future. As well, as the monetary issue, it is necessary to keep political influence out of the running of our public broadcaster. Thank you for your time and consideration on these important issues.
Lynn M. - Toronto, ON

The CBC matters to me because... This has been my source of news, culture, and listening to the ideas and thoughts of Canadians through my life.
Deborah D. - Battersea, ON

The CBC matters to me because it is as close I can get to objective reporting.
Peter L. - Calgary, AB

The CBC matters to me because...I need a reliable, objective, and factual source of local, regional, provincial, national and international information on radio, television and the internet. Information of this sort is absolutely essential during current periods of provincialism, nationalism and political polarization when so many sources of information are unreliable and biased. We need an information source that will report, advise and educate a populace currently living within biased and distorting information silos. This is a crucial period in history of the world when so many people are influenced by polarizing news sources when we have to make decisions based on collaboration, cooperation, mutual understanding and a broad and accurate view of the many contemporary problems the world faces.
David B. - Edmonton, AB



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The CBC matters to me because...It is the Canadian voice of the whole country. A fine training ground for up-and-coming artists, great entertainment with a Canadian theme and voice. I have listened to the many various and wonderful shows for many years. More than I care to count actually! I really miss the very distinctive programs of years ago, before the hack job done by the politicians. Now, sadly we hear far too many repeats of the same programs, as great as they are, I'm missing new stuff. Book time where a book was read each evening.... how wonderful was that!!! Programs like The Vinyl Cafe, and Vinyl Tap. They made my week, and aren't easily replaced. Thankfully we have Stuart McLean recorded so his lovely voice and amazing stories can be re-captured. Even the political programs are enlightening and thought provoking...I could go on for hours, but won't. So, please, please...defend the CBC and give it the money she needs to survive. It is a pittance compared to the billions that are wasted on less important matters...

Jessie H. - Drayton Valley, AB

The CBC matters to me because... This morning I heard Matt Galloway's interview with Dick Pound about the doping incident of the Russian figure skater. That was an excellent example of a fair, reasonable and logical explanation as to why the situation is being handled as it is. Alarmingly, I now know far too many people who are ONLY getting their news from unregulated social media filled with bias. I seldom watch TV but have been watching the CBC coverage of the Olympics and being forced to watch all those commercials is such a negative experience. Surely if CBC was properly funded, events such as this and the National News as well could be presented in a manner that once again we could take pride in what was once a precious national resource.

Patti & Bill C. - Toronto, ON

The CBC matters to me because... I have lived with the CBC radio on the air since it came to North Bay in about 1970. It is my source of information about the country, the world, science, health, history, entertainment, everything, and is the only source I automatically trust. I bring the CBC when travelling in the USA. On television, investigative journalism is so very valuable. The CBC radio and television UNITE OUR COUNTRY. We should not have to fill airtime with repeated articles or commercials.

Joann Z. - North Bay, ON

The CBC matters to me because... It's Canada's news source independent from US news agencies and from influence of foreign actors. It's a national media outlet that is a source for Canadian content coast to coast and keeps Canadians connected. Please increase funding for the CBC as we have almost no Canadian owned media outlets that belong to Canadians for Canadians. In this day of misinformation and



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divisive content, it's important now more than ever to have a media outlet that has a reputation for honesty and integrity.

Kathleen L. - Calgary, AB

The CBC matters to me because...The CBC hold a mirror up to Canadians across this vast country - and tells us stories about ourselves, so that we can see the commonalities we share, as well as the differences. It unites us, it tells us regional and national stories, so that we can better understand each other, and ourselves. CBC Regional programming serves to connect communities to the rest of Canada under the National programming umbrella, so we can learn about what's happening in almost every corner of the country and better understand, appreciate and celebrate our differences and similarities. No other news service, broadcaster, media service in Canada has the ability to perform this vital function.

Dawn T. - Winnipeg, MB

The CBC is the only radio station playing in my house because it is a true and honest delivery of the news in Canada but also developments around the world. We learn so much about our country and all of its people and there is never any bias shown to any group in the reporting. It is imperative that the CBC receive the promised increase to the budget.

Carol J. - Toronto, ON

The CBC requires a larger budget as US culture and political discourse increasingly corrodes Canadian Democracy and culture. Canada needs a robust public broadcaster to help unify Canadians. We are exposed to a daunting barrage of US culture, including white supremacy, extreme religious views, and a negative view of the role of government. We must have a counterbalance to the more pernicious forms of US culture that corrode or weaken our ability to maintain Peace, Order, and Good government. We need the CBC to talk amongst ourselves.

Michael J. - Duncan, BC

The CBC matters to me because... It is more crucial than ever that good professional journalism is promoted in Canada, given the misinformation being disseminated to the Canadian people and the deteriorating state of private journalism in our country. The CBC has the Mandate and the capability of providing accurate information and proper gentle listen to Canadians. They need to receive full proper funding and staffing for CBC to satisfy that mandate and support the Canadian democracy. Good accurate journalism is one of the foundations of our democracy that we cannot let crumble. Also, our Canadian content and artists need to be supported. We are under constant bombardment from media from other countries. Our Canadian content and culture are part of the fabric of Canada and



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part of preserving our unique identity. CBC needs to be funded for that as well as the artists & creators be directly supported.

Patrick H. - Calgary, AB

The CBC matters to me because...The Friends organization says it best in their latest newsletter: "With the spread of misinformation, hate, and illegal content streaming across our borders driven by foreign online giants that make billions of profits from stoking division and avoiding our laws, Canadians need the CBC more than ever. It is the public square that brings us together, instead of driving us apart. And it needs to be properly funded to fulfill this important role." Please fulfill your promise to increase funding to the CBC. Our Canadian fabric is in jeopardy of crumbling under a heap of misinformation if the CBC is not adequately funded.

Patrece M. - St Albert, AB

The CBC matters to me because I want to mainly see our stories and our talent.

Judi E. - Regina, SK

The CBC matters to me because... CBC is a light in an otherwise dark universe of commercial gibberish. CBC Radio is particularly special, but both the radio and television services, in both languages, offer Canadians the opportunity to be a part of the national fabric that is our nation. We don't get that from Netflix, or Prime, or Global or CTV. The budget for CBC needs to be increased.

Jim M. - Vancouver, BC

The CBC matters to me because it connects Canadians living in this vast country. It gives me an understanding of how people in different regions live & think I appreciate the political analysis that I believe represents many views (not like Fox media. The productions are of high quality I like the diversity of programmes - inclusion of indigenous & other cultural groups. I enjoy hearing information from other countries. What I do not like is the repetition that happens I guess due to underfunding.

Corrie G. - Toronto, ON

The CBC matters to me because... I need information that provides a broad spectrum, not just my limited understanding of world, local or cultural events. I need to be introduced to new ideas, to challenging perspectives and to voices who I would never have access to. The last years' pandemic and the current convoys are a maze to wade through to try and make sense of information and attitudes. My CBC is mostly radio and the up to date and varied voices brought to radioland help keep me informed as well as give emotional support when there are sane voices whose perspective I either understand or broaden/challenge my understanding.

Heike M. - Edmonton, AB



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The CBC matters to me because it is my prime source for local, national and international news, and a major provider of info for books and reading. Really appreciate the 'dearth' of commercial!

Don M. - London, ON

The CBC matters to me because as a publicly owned corporation it is not beholden to commercial interests (at least in theory). Removing the need for advertising would increase the objectivity. Providing more local content would also be of great benefit to Canadians, as much of the local media is skewed by commercial interests.

Trevor J. - Nanaimo, BC

The CBC matters to me because it is the only objective, persistent purveyor of accurate news in the country. All news is covered. Bias is not tolerated. We own it, not some mogul in Miami. The truth will come out, thanks to the CBC.

Hans M. - King, ON

The CBC matters to me because the CBC represents Canadian content: untouched by private funding, funded by the people and for the people. The CBC ensures quality Canadian content for Canadian audiences, as well as international audiences abroad. A strong and healthy CBC is necessary to share and embolden Canadian culture, content and provide an industry for Canadian workers. CBC News also ensures an objective, bipartisan news outlet that also must remain untouched or un-swayed by private funders. There is a large industry of workers under an organization like the CBC. The CBC's global reach and influence can be seen with programs like CBC News, CBC Radio, Hockey Night in Canada, CBC Gem, Workin' Moms, Kim's Convenience, Schitt's Creek, Murdoch Mysteries, This Hour Has 22 Minutes, Baroness Von Sketch, etc.

Bruce N. - Toronto, ON

The CBC matters to me because from the time I emigrated to Canada the CBC has provided me and my family constant and honest views from Coast to Coast to Coast. Please fund them sufficiently to keep that wonderful citizen participation. Have you ever listened to Cross Canada Check Up? How wonderful is the participation from all corners of the country. Do the other so called news channel ever do such wonderful programming? I think not.

Rosemary G. - Whitby, ON

The CBC matters to me because it helps unite the country.

Bill R. - Nanaimo, BC



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The CBC matters to me because it's intrinsically Canadian! It is loved by so many people, please continue to fund it.

Geraldine N. - Surrey, BC

The CBC matters to me because they try to provide an ethically nuanced message. Unfortunately, their message is often lost, because of the many ads pressuring their listeners to Buy, Buy, Buy!!!! Most people crave TV programming that doesn't treat its audience as infantile, entertainment crazed bozos, such as that pandered to by a nation south of the border.

Barbara F. - Toronto, ON

The CBC matters to me because it is our ONLY news media that is NOT corporately owned so it is better positioned to provide unbiased reporting / coverage. This is critical given the current media landscape.

Leslie E. - Orleans, ON

Our NATIONAL EMERGENCY BROADCASTER must not be under the sway of corporate advertising dollars that could destabilize its balanced reporting. Canadians need a source of TRUE NEWS to counter massive right-wing terrorist propaganda and conspiracy theories coming from foreign private media that spew LIES ALL DAY LONG. That's called brainwashing, and many Canadians are succumbing to it. Federal governments of BOTH stripes have DECREASED funding to CBC due to pressure from these foreign private entities and right-wing politicians who are already brainwashed. (The CPC interim leader took selfies with the terrorists this month, and guess which party wants to defund the CBC? Yes, the CPC Conservatives.) The danger to Canadian sovereignty could not be more obvious. Canada NEEDS the CBC NOW more than ever. We need a FULLY FUNDED CBC that is NOT reliant on advertising so that TAXPAYERS remain its only stakeholder, not foreign terrorists.

Jane E. - Penticton, BC

The CBC and Radio-Canada matter to me because they keep me connected to the rest of the country. As a francophone living in BC, I count on Radio-Canada to keep me informed in my mother tongue about what is happening in Canada, whether it be politics, arts and culture, environmental news, sports, or current events. The CBC and Radio-Canada are the last strongholds of Canadian culture and we must keep them alive to avoid becoming an annex of American culture. We are a distinct people made up of hundreds of different cultural experiences, and we need those voices represented, heard, and broadcast.

Ariane T. - Coquitlam, BC



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The CBC matters to me because I associate the CBC with responsible news reporting. The news matters to me because I need to be able to understand the world I live in. It matters that the news be reported by responsible journalists: I don't need someone to tell me WHAT to think, or HOW to think. Just give me the facts and I can think for myself.

Margaret N. - Toronto, ON

The CBC matters to me because its broadcasting network of radio and television connects the people of our country, Canada in a way that no other method of communication does. I particularly like radio because radio can be turned on while people are at work or in the home in many cases. You don't have to sit down to watch tv, or social media or even a newspaper or magazine. We are now seeing the serious fault of some people just paying attention to toxic messages on privately owned social media that contain falsehoods and no evidence for what is being said, divide our country right now. The CBC is publicly owned, by all of us. While its messaging may not always be perfect it does provide a diversity of messaging from diverse groups to be heard all across our country. I think of programs like Indigenous programming that has been on radio over many years now. This gives all of us a worldview that is different from urban/white emphasis broadcasting and is refreshing to hear. So I support restoring CBC funding that has been whittled away over several federal government mandates. We need the CBC as a unifying force now and into the future.

Murray L. - Toronto, ON

The CBC matters to me because it is a reliable and comprehensive media service that represents Canada nationally and internationally.

Michael B. - Waterloo, ON

The CBC matters to me because it provides different programs from those of the major American networks, picked up by CTV and Global, and thus different viewing options.

Richard M. - Gloucester, ON

The CBC matters to me because it is the one news source that I trust to be accurate and is not ruled by any of our political parties. I believe it provides unbiased information on what is happening in Canada and around the world. I enjoy the radio programming and Canadian content as I am in my car a fair amount of the time. It keeps me company along the way! Canadian television has shown it has the chops to take on the American awards shows successfully with a typical Canadian 'bent'. Basically, I find the CBC offers a higher calibre of reporting, information, entertainment and television shows than the others I have exposure to through



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mainstream media/television. And I love not having to listen/view commercials! We need the CBC to continue with an increased budget, not a diminished one.

Janice J. - Dundas, ON

The CBC matters to me because it provides me with the depth of information I need to make informed decisions affecting me, the community and the country. These are difficult and increasingly polarized times and CBC provides this country with balanced views on the key issues of our day.

Robert G. - Vancouver, BC

The CBC matters to me because... to me, my Canadian identity is different than that of an American. I want Canadian values to not be influenced by private interests like they are in the U.S. I want to trust that the news that I listen to is balanced - not influenced by the agenda of private interests. I believe in paying taxes to fund Canadian artists and writers and reporters and governments who do not need to bow to private sponsorship. I have heard people explain what they "know" based upon sources which I would consider biased. I feel that this leads to ignorance. When Canadians take a stand on an issue, I want them to feel truly and fully educated on more than just the perspective of those who have the most money. There are so many voices out there ready to influence; I want to believe in the balanced and well researched voices like the ones I trust on the CBC. I want to be entertained by shows like Schitt's Creek, Son of a Critch, Kim's Convenience, Pretty Hard Cases, and I like the Canadian elements of the Handmaid's Tale. Canadian voices started sounding different to me when I began listening to Peter Gzowski on the radio. It felt refreshing and real and less motivated by money and more by just connecting as authentic individuals who look out for those around them. I think that that is what paying taxes is: us sharing what we have to benefit all. In my mind, the CBC needs to be better funded.

Leslie H. - Ottawa, ON

The CBC matters to me because news and current affairs coverage is balanced and their creation of Canadian content is superior to other Canadian networks.

Alan W. - Toronto, ON

The CBC matters to me because... I am a lifelong dedicated listener. The CBC has declined over the years due to severe budget cuts. Programs are repeated two, even three or four times to save the almighty dollar. The CBC unites our country like nothing else does. I trust their news broadcasts.

Maureen F. - Lac La Hache, BC



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The CBC matters to me because...It helps me to feel connected to the rest of Canada and the rest of Canadians. When I hear stories investigated and then told by those involved (e.g. "As it happens") it gives me a sensitivity to what others are experiencing. It widens my horizons. I hear interviews with authors and more often than not, follow up by reserving the books at the library, or purchasing them. When I hear the voices of Pablo Petropaulo and Tom Allen who tell me so much about the music, I feel so grateful that CBC hires such experts. I can't get enough of those two broadcasters. When I hear the Canadian musicians who host "This is my music" I pay close attention. I get to hear what their childhood musical influences were and connect with them in a way that isn't available through any other source. I love the CBC!

Pamela F. - Vancouver, BC

The CBC matters to me because all my life I have relied on it for trustworthy information, and interesting shows, documentaries, podcasts, and music programmes which expand our knowledge, and stimulate our imaginations. I also rely on the CBC to uncover shenanigans that endanger Canadian life and life on the planet. I was sad when so much regional programming suffered from ongoing cutbacks, and we lost touch with other parts of Canada, and were not able to share our local culture nationally. I cannot imagine Canada without it.

Elinor B. - Dartmouth, NS

The CBC matters to me because... being in the shadow of the U.S. it's difficult to maintain our national identity. The CBC makes it easier to do that. It gives work to our actors, journalists, etc., which they would find more difficult to acquire without it

Agnes W. - Vancouver, BC

The CBC matters to me because we need a public broadcaster that is not dependant on corporate money. How fortunate we are in Ontario to have TVO which we can view without being overrun with ads.

Angela M. - Barrie, ON

The CBC matters to me because I am looking for reliable news and good entertainment with a Canadian context.

Susan G. - Vancouver, BC

The CBC matters to me because it's the one thread that keeps Canadians unified. And we NEED such unification.

Denise R. - Ottawa, ON



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Every country should have a national network. The CBC has increasingly struggled to fulfill that mandate, with budget slashing year after year. The cable television network is so strapped for funds that the news is impossible to watch live, as it is so riddled with commercials. There has to be a larger budget to get investigative reporters out into the community and beyond.

Michele M. - White Rock, BC

The CBC matters to me because... It is one of the few places that I have been able to get in- depth reporting that is not based on lies and misinformation. CBC shows us both sides of an issue and from intelligent well-spoken contributors that are experts in their field. The CBC has educated me about the indigenous people, Canada's history, our health system, politics around the world and has helped me reach a better understanding of our country and the world. The programming on TV and podcasts is second to none. It is entertaining, artistic, informative and award winning. Your hosts have become familiar names for me and my family and friends. It is one of the few places I trust to get accurate news and at this time in our history it is extremely important that we have the CBC as our moral compass and conscience against all the lies and hatred spewed on many social media platforms. It has never been as important as it is now to have the CBC define us as a united country with our Canadian values of kindness, inclusion and selflessness. Please keep the CBC vibrant and flourishing because without it the soul of Canada will be gone!

Silvana F. - Richmond Hill, ON

The CBC matters to me because...With the spread of misinformation, hate, and illegal content streaming across our borders driven by foreign online giants that make billions of profits from stoking division and avoiding our laws, Canadians need the CBC more than ever. It is the public square that brings us together, instead of driving us apart. And it needs to be properly funded to fulfill this important role.

Marion E. - Nanaimo, BC

The CBC matters to me because... It is one of the few places that I have been able to get in- depth reporting that is not based on lies and misinformation. CBC shows us both sides of an issue and from intelligent well-spoken contributors that are experts in their field. The CBC has educated me about the indigenous people, Canada's history, our health system, politics around the world and has helped me reach a better understanding of our country and the world. The programming on TV and podcasts is second to none. It is entertaining, artistic, informative and award winning. Your hosts have become familiar names for me and my family and friends. It is one of the few places I trust to get accurate news and at this time in our



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Michael F. - Richmond Hill, ON

The CBC matters to me because it gives me accurate unbiased news. It needs more funding and it does NOT need commercial advertising.

David M R. - Calgary, AB

The CBC matters to me because it's true and factual up to date information

John B. - St. Albert, AB

The CBC matters to me because I am a Canadian who REALLY appreciates our fabulous & diverse country that is constantly struggling to know & accept itself. The CBC is an important venue for that discovery! PLEASE do NOT make it dependent on advertising revenue. My personal belief is that it should be funded by ALL Canadians in order to educate ALL of us in the broadest sense of the word.

Graham S. - Kelowna, BC

Our public broadcaster serves as one of the essential pillars of our democracy. The stronger it is, the stronger that leg supporting our democratic foundations.

Juergen D. - Sechelt, BC

Its many varied programs that present both high levels of entertainment but also topical news, insight on the news and world events. I think the CBC is underfunded and in addition needs stronger protections for its continuing existence.

Cliff W. - Halifax, NS

The CBC matters to me because Canadian culture and heritage matters to me. The CBC needs to be fully funded. It should NOT have to rely upon advertising revenues. If this means revisiting the CBC mandate, then this should be done. Indeed, I believe the mandate should be reviewed. CBC should be entirely focussed upon providing Canadian content - news, sports, arts, and entertainment.

Gary K. - Halifax, NS



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The CBC matters to me because... it provides accurate news and informative programming with Canadian content.

Sue B. - Pointe-Claire, QC

The CBC matters to me because listening to the morning news I can be satisfied that I am aware of what is happening here and globally. I can dig deeper as the day wears on, but at least I have a general awareness of where and why the hotspots are.

Melodie B. - Surrey, BC

The CBC matters to me because it tells me about Canada, informs me across the full range of human experience, connects me to Canadians, keeps the American media and nation from swallowing us, and entertains me so delightfully.

Debra M. - Winnipeg, MB

We depend on the CBC for accurate reporting of what is happening in the world today and reflecting the Canadian experience. We want a public broadcaster that is not dependent on revenue from corporations or from political groups. We are looking for Canadian content and hosts or reporters that care about the people of Canada. We need truth and freedom from the influence of foreign interests. We care about the CBC and want it to be properly funded.

Janet P. - Sorrento, BC

The CBC matters to me because it's our national broadcaster. Radio is much improved without commercial interruptions. But budgets for CBC keep getting cut, so there's no incentive to rid the CBC tv airwaves of these pesky ads...in fact, there seem to be more of them these day. We need more reporters in the field, more Canadian news instead of US of A news (as if it's ours), and so we actually need to "throw money at it" to bring it back to life.

Bonnie B. - Nelson, BC

The CBC matters to me because it is my constant companion, my source of news and wonderful podcasts, great music and comedy. Fund it fully and reduce the repetition inadequate funding dictates.

Dawn O. - St Albert, AB

The CBC matters to me because....one only has to look next door and across the Atlantic to see how a respected and long-time admired public voice has been curtailed by government decree in the most blatant misuse of authority against publicly funded networks who challenged the vested interests of government by expressing a diversity of viewpoints contrary to a "party line." Media unfettered by sponsorship demands is a staple of democracy. A media that reflects Canadian life



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and concerns, that presents Canadian drama, Canadian personalities, Canadian principles and Canadian news, both local and national. Ratings are not a criterion for funding. Maybe ratings are low because funding is low. Maybe the percentage of Canadians who choose the CBC are also the percentage who vote. We all know how low those figures are but maybe we are the ones who see the inherent danger in the loss of a public voice. Don't throw the baby out with the bath water!! Be courageous...Be democratic....and get rid of the commercials on the CBC. It's my network and I'm happy to pay for it.

Marjorie W. - Parksville, BC

The CBC matters to me because... it is a way for Canadians from coast to coast to pick up the grassroots heartbeat of the nation. It is our outlet for Canadian culture and ideas.

Claudia S. – Prince Rupert, BC

The CBC matters to me because...WOW... how can I count the ways???

Lynette C. - Ottawa, ON

The CBC matters to me because the CBC is a pillar of my Canadian identity particularly in these times filled with social turmoil and foreign intervention. I watch The National every evening and I already see the results of limited funding for the television network. It is imperative that the Canadian government funds the CBC.

Laurie K. - Pender Island, BC

The CBC matters to me because... we need it more than ever to hold this country together in trying, chaotic and divisive times! It unites us as a nation which is far more important than political differences. The uncertainty in the world on all fronts requires a strong central trusted voice! Bring it back on full stream - not piecemeal reruns! Put money into it and help create the nation we believe ourselves to be. Let us lead - not follow. Keep us proud of being Canadian! Let us keep our head and our voice when all about us seems to be disintegrating!

Olwyn I. - Abbotsford, BC

The CBC matters to me because... it provides a voice for citizens from every region of Canada, whether it's call-in shows like 'Cross Canada Check-up' or interviews with experts addressing the multiple sides of a complex and topical subject. CBE matters because it still upholds the principles of journalistic integrity and provides well researched and vetted news and documentary reporting. CBC matters because it focuses on Canadian perspectives, Canadian issues and Canadian concerns while still covering important global news and global stories. CBC matters because it digs deeper into stories and issues, offering rare human perspectives



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or in-depth background to help explain how we got from there to here or from then to now. CBC matters because it exposes us to ideas and information that we have never heard before or didn't even know we had an interest in. CBC matters because a well-funded public broadcaster is a reflection of the state of democracy in a nation. CBC holds all levels of our government, our institutions and our views up for scrutiny, in equal measure, which is the most telling indicator of a strong democracy. In a country that usually ranks in the top 10 and often in the top five of most metrics, we ranked 17 out of 20 western countries in national broadcaster funding. (based on 2018 data, we spend \$33 per capita when the average is \$88. Germany spends \$149, UK 104, even Australia, ranked 15th spends \$51). For a wealthy, well-educated country, this is embarrassing, disturbing and damaging. CBC is important because it promotes civil discourse and idea sharing, which is something we desperately need right now.

Brenda T. - Calgary, AB

The CBC matters to me because it is an international voice for Canada. It needs to be funded by the Canadian government and my tax dollars so that Canadians are heard.

Peter L. - BC

The CBC matters to me because...It informs me about places and peoples where I don't live, but want to learn and know about. The entertainment (plays, stories, music, documentaries about Canadians and the life in this country) has infused my life with insight, information, joy, shared experiences and so much more; I cannot imagine my life without it. I have read so many books discussed in different programs, listened to speakers who have rocked my world, heard viewpoints that have made me think and consider my own "position" on an infinite number of situations. Please fund the Corp. to keep all it does and more that it could do with generous funding - for the present and the future generations. Change the rules on who can sit on the Board and make it equitable, fair and just. We deserve it!

Riesah P. - High River, MB

The CBC matters to me because it is mandated to be an independent cultural voice and news source for Canadians. As such, it needs to be recognized as worthy of federal funding sufficient to enable it to do its job, both locally and nationally. Such funding would also enable it to take its deserved place internationally. The CBC needs a predictable budget for a length of time that allows it to develop stable policies and facilities. Advertising devalues the independence of the CBC and wastes the resource: currently, as much as a third of telecasting time is taken up with commercial messages that are largely annoying sources of corporate propaganda. Many simply don't pay any attention to them, but those who do get a



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distorted view of reality that becomes more and more dangerous as we try valiantly to deal with crises such as climate change and the COVID pandemic. Full stable funding from the public purse is the only way to support our national broadcaster and allow it to do the important job it was set up to do.

Barrie W. - Victoria, BC

The CBC matters to me because... my husband and I listen to classical music (Thanks Julie!) and About Time. On Saturday we enjoy This is My Music. On Sunday, we look forward to Choral Concert. Spaced through these programs, we catch CANADIAN news. Many radio stations carry popular "music" but if we didn't have CBC radio, we'd have to choose silence!

Lorna B. - Vancouver, BC

I trust the news from the CBC, but more than that, I love what the CBC empowers us to do together. The stories we tell, the art we create, the music we produce, the culture we share and the connections we make are all stronger and more vibrant with the support of a well-funded, independent public broadcaster. Most of us don't know the half of it, but we've created some of the world's best-loved media, even with one of the smallest public broadcasting budgets. What could we do with funding comparable to those of other developed nations?

Wynne W. - Edmonton, AB

The CBC matters to me because...It teaches us all about Canada

Sarah A. - Saint-Sauveur, QC

The CBC matters to me because... It's trustworthy and dedicated to the issues which concern all Canadians.

David C. - Pickering, ON

Please increase funding for the CBC. For me it is the primary source of news and information and has been for about 50 years. I trust CBC much more than the private for-profit news outlets.

Dan G.

The CBC matters to me because it is my primary and my first source of news and entertainment. On both the radio and television.

Dan G. - Hamilton, ON

The CBC matters to me because... It's pretty much the only news I listen to or watch. The commercial stations overwhelm with ads and the journalists are not as interesting. CBC is the only media that provides truly trustworthy reporting. CBC TV



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suffers from too many ads and they haven't been able to create as many interesting documentaries. I cannot imagine a Canada without the unification provided by the CBC.

Adrienne P. - Belcarra, BC

The CBC matters to me because... now more than ever, in our digital age of social media, fake news, cyber-hacking and political interference from foreign powers, we must ensure that all Canadians have access to news, views and stories that are uniquely and famously CANADIAN. After the latest protests, which were funded by and modelled upon American interests, mostly right-wing, we must buffer these influences. Properly fund the CBC to ensure our values we hold dear are upheld!

Darcy D. - Surrey, BC

The CBC matters to me because... we rely on it for up to date, accurate news coverage and have for about EIGHTY years. We feel that more \$ have to be put into the CBC budget. The Canadian govts are far below other countries who have govt funded broadcasting (ABC, BBC for example.) PLEASE do the right thing and put MORE \$ towards CBC radio and TV.

Keith & Jo L. - Vernon, BC

THE CBC matters to me because... it is a reliable, trustworthy, easily available, free news source. This is an INVALUABLE resource. This becomes more important day by day it seems. In these troubled times, it is vitally important to be able to get reliable honest news. And analyses. THE CBC matters to me because I can get news of my province. Other provinces. National news. World news. This is so critically important. I have felt connected wherever I have lived across this country, and wherever my family members have lived. Yes, I feel connected. THE CBC matters to me because it is my main source for arts and culture made in Canada. I learn about the books, the movies, the music. The cartoonists, artists, the comedians, the writers. These are the people who tell our stories. And the CBC drama and television and radio shows broadcast the stories. The histories. The forgotten histories. The voices from the past. The voices of those who do not have a voice. And the voices of those who will be living here long after I am gone. Where else can we find these? THE CBC matters to me because I can learn about Canadian sports, Canadian athletes. Not just the scores and results, but about the lives, the struggles, the issues. THE CBC matters to me because I can learn about science and the universe and nature and medicine from trustworthy sources. Where else can I so easily do this? THE CBC matters to me for all these reasons and more. So what can you cut? music? stories? histories? news? analyses? the world? NONE. WHAT the CBC really needs is a BIGGER budget to help fight all the misinformation. And to help reach and tell more stories from the marginalized. To



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tell more about science, and about the earth and nature and our future. And to help reach young people so they who will inherit our country will feel more connected. More knowledgeable. More valued. More supported. More listened to. More able to face the future with hope and strength and the tools to make a better life in the years ahead and to make Canada a better place in a changing world. THAT'S why the CBC Matters to Me.

Heather C. - Courtenay, BC

CBC/Radio-Canada is the voice that ties our country together. As someone else has written: "From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to coast." Let's maintain that strength and unity.

Mia D. - London, ON

The CBC matters to me because it is a purely Canadian entity, with no commercial pressure.

Charles K. - Huntsville, ON

The CBC matters to me because it pulls Canadians together; it provides quality broadcasting with well-balanced news coverage and interesting stories about Canadians and Canadian culture including aboriginal culture. Without a public broadcaster, we are a poorer nation.

Astrid H. - Toronto, ON

The CBC matters to me because it supports my experience, knowledge and love of this beautiful country. I can listen to many voices in song, in discussion and in concern for who and where we are. Because of arms-length funding international corporate players cannot manipulate a Canadian identity fully.

Julie B. - Vancouver, BC

The CBC matters to me because... Of truth, information, art and entertainment

Susan M. - Toronto, ON

The CBC matters to me because we need a Canadian voice whose job it is to give voice to Canadian events, opinions and values to domestic and international audiences. These subjects are not static and so need to be constantly discussed and updated. Different parts of the country must be represented in their stories and opinions. Canada's relationship to other countries also needs to be communicated and discussed, most especially the United States but increasingly other countries as we all absorb the global realities with the ease of communications. Current events and issues must be analyzed at the CBC from a Canadian perspective.

Katherine B. - Ottawa, ON



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The CBC matters to me because...It unites the country
Denis W. - Mont Tremblant, QC

Talk about the CBC being part of the “fabric of Canada” is well-worn, but still valid. The CBC really is part of what holds Canada together, in an important cultural way. It provides access to voices at a national level that no other channel provides. And the CBC also provides a touchstone for pride of place, pride as a nation: “We have the CBC!” It’s part of what makes us Canadian. But it’s more than just the having. More than the voices we hear, the faces we see. We ARE the CBC.
Earl J. - North Vancouver, BC

CBC, particularly CBC Radio, is my lifeline for reliable information about Canada, Canadian and world politics, culture, education, and sanity. In recent years many excellent programs have disappeared because of cuts in funding. CBC belongs to Canadians and should not be nickel and dimed or controlled by any politicians. It is too important and should be independent.
Una H. - Ottawa, ON

The CBC matters to me because... I enjoy the programming and we need a publicly funded news source that is non-partisan and is not corporately controlled.
Mark M. - Barrie, ON

The CBC matters to me because a public broadcaster must be free from commercial demands.
Diether P. - Winnipeg, MB

The CBC matters to me because it’s my most reliable source of Canadian news, as well as other Canadian programming...
May P. - Sayward, BC

The CBC matters to me because it performs a vital, fundamental role in uniting Canadians with journalistic integrity at a time when democracy around the world is at great risk due to misinformation and balkanization.
Jordan K. - Toronto, ON

The CBC matters to me because those of us born in the thirties, forties and fifties grew up with the CBC radio as our daily newsfeed. We are a large percentage of the population. Most of us as we age are either not accustomed to or capable of searching the internet for reliable information either local or federal. We rely on CBC radio both AM and FM as well as CBC TV for dependable information and curated



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entertainment. This is especially true for those of use who are home bound, isolated or living in rural areas. CBC creates and maintains our identity as Canadians.

Sheila P. - Sechelt, BC

The CBC matters to me because...

I listen to CBC radio ever day and night. This has been my lifeline. The connection I feel with events, writers, artists and politicians in the community of Canada is vital to our identity and strength as Canadians. Please follow through with supporting funding CBC as you promised. It is a big part of why I voted for you. Don't let me down!

Melanie C. - Guelph, ON

The CBC matters to me because it is wonderful to receive Canadian content that has been well researched and matters to all of us. I appreciate that it is independent and not dependent on commercially based advertising.

Merran P. - Victoria, BC

The CBC matters to me because... Canada matters. Having CBC in common matters. Trust in media matters. Canadian content matters. I voted for Liberals in the last election mainly because of the promises made regarding CBC. My vote in the next election will depend on how promises are kept.

Sylvia H. - Chemainus, BC

The CBC matters to me because it is a recognizable part of Canadian culture that serves "all" Canadians in most time zones. Its mandate to inform, enlighten and entertain; to contribute to the development of a shared national consciousness and identity; to reflect the regional and cultural diversity of Canada; and to contribute to the development of Canadian talent and culture and helps inform Canadians across the country about important national matters is critical to preserving the Canadian identity!

Suhail M. - Vancouver, BC

The CBC matters to me because I am Canadian and I want to hear Canadian news and views. I see Canadians as having different values than the US, and we need to prevent occasions where Canadians behave like Americans, i.e., as in the Freedom Convoy.

Jennifer C. - Delta, BC

The CBC matters to me because I live alone and have the radio on all day to keep me company. It is stuck on CBC AM, 690 on my dial. I am so impressed with the mixture of news, informed comment, music, and interviews. I am 80 years old and



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do not like using my phone for getting information - I depend on the radio, and the CBC's intelligent, informed commentators.

Nichola H. - Vancouver, BC

The CBC matters to me because... I listen every day and trust the CBC to give me a balanced view, not influenced by big companies like Facebook and Netflix. And in these days of misinformation and inundation of American media, it is important to me to that my country be reported and reflected to me, and that Canadian culture be preserved.

Eleanor M. - Sechelt, BC

The CBC matters to me because CBC holds this country together. It is our link with the rest of the country. Canada more than ever has to have a bond to remind us of the value of our democracy. Clearly there are forces to disrupt the very notion of our democracy. Keep CBC and we expect government to support CBC as promised! Early Edition in Vancouver, The Current, As it Happens. These are essentials around this house.

Ken H. - Nanoose Bay, BC

The Liberal government has promised more funding for our public broadcaster. I expect them to keep that promise. The CBC matters to me because... Our country is being invaded by misinformation and disinformation taken straight from the Trump playbook, polluting our democratic discourse. The antidote is simple: quality Canadian news and information and Canadian storytelling that reflects who we are. That sounds like a job for the CBC...

Robert T. - Princeton, BC

For 85 years, CBC/Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate, and illegal content streaming across our border, Canadians need the CBC more than ever. We cannot depend on foreign/internet news for our source of information. We are a totally unique country in that we span from ocean to ocean to the northern reaches of our vast landscape. And we span across a multitude of cultures in our population. We MUST have a national source of news that brings us all together under the umbrella of Canada and the CBC must be funded properly to do this. best Dave O'Halloran

Dave O. - London, ON



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The CBC matters to me because... I support Canadian talent and Canadian content. We must protect our culture and our democracy by ensuring the CBC is a strong voice for Canada in the face of increasing threats from foreign news outlets and social networks that have proven to be untrustworthy.

Jacqueline J. - Woodview, ON

CBC has been a mainstay for us. We were disappointed when the Harper Government cut support funding to CBC.... We have enjoyed CBC's Programming. We lived in another country that didn't have a good news or culture programming. We believe that we need to have good news coverage and a good variety of programming for the general citizens of Canada. We are asking you to support CBC in your budget.

Doyle & Lori P. - Dundalk, ON

The CBC matters to me because it keeps me informed of what is going on here in Canada and abroad. CBC news programs are of high quality, professional and trustworthy. CBC helps me feel connected to my fellow Canadians.

Yvonne D. - St. John's, NL

The CBC matters to me because. my education would be less without it. It is an antidote to the washroom wall that is Facebook and twitter and other social media, who pay no taxes in Canada. Without Ideas, without Tapestry, The Current, Cross Country checkup etc. life would be less. Please keep CBC properly funded as a bulwark against the flame throwers and the intolerant washroom wall readers of our time.

Albert A. - Newtonville, ON

I have grown up with CBC. It links me to all of Canada from weird Atlantic humour to environmental BC it makes me feel a part of my country. As it happens theme will play in my head forever. No other Canadian media can do this. I trust CBC to inform me of what's important to Canadians. When issues like covid can make me feel like I'm living in the wrong province it lets me know I'm not alone. Please keep the CBC strong and independent. Please increase funding and keep the airways free from commercials.

Jennifer H. - Calgary, AB

The CBC matters to me because it is Canada's true voice - not that of the US Republicans, Donald Trump and their associates. The Americans have nothing to lose, but they would like to draw Canada and the rest of the free world down with them.

Robert T. - Victoria, BC



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The CBC matters to me because...CBC researches and discusses current events. There are a variety of people on air, from all areas of the country, so we get many views on subjects, not just what a particular station espouses. We need the best employees possible; I believe we have lost some because of under-funding.
Lorna F. - Duncan, BC

The CBC matters to me because the CBC is the glue that holds this country together. Remember, Canada is a country that works in practice but not in theory, and the CBC is one of the primary reasons for this success.
Stephen O. - Gabriola, BC

The CBC matters to me because... There is no other radio station like it in the nation. I've often said if Canadians could hear and retain what the CBC puts on the air, we would be the most informed and intelligent people on earth. There is no match or replacement for CBC programming. The service is vital, like blood in our veins! We all know the money can be found, so pay it and uphold the excellence the CBC provides nationally and internationally.
Arthur P. - Victoria, BC

The CBC matters to me because it speaks forthrightly and with breadth to what Canada is, in a way that private broadcasters do not and cannot be expected to.
Carl S. - Edmonton, AB

CBC radio and TV/Online is absolutely necessary to make sure that all Canadians have the opportunity to receive unbiased reporting and the unique Canadian perspective. We are inundated with American and worldwide cable news and politically skewed "news". CBC offers clear, concise and unbiased news. To me this is most important to all Canadians that appreciate honest news, documentaries and entertainment.
Paul W. - Ingersoll, ON

The CBC matters to me because... first, the CBC is a national institution that has been part of this country since the early 1930s. It is a NATIONAL institution -- one of the few institutions that bind this country together, that enable Canadians to learn about each other and about the nation and thus about themselves. Second, it is NON-PROFIT. It is not a business whose purpose is to make profit! it is a service to the nation, and is not going to have a stake in one economic interest or another. The absence of commercials trying to make us buy or think something is a vital resource for Canadians. Third, The CBC employs a huge segment of the creative community -- it enables Canadians to learn who they are, and so many important innovators, researchers, workers, thinkers, creators, in fact, every community has



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been nurtured by the CBC. The awards it has won and the audience it has gained demonstrate its high quality. Fourth, its news coverage sets a high standard for news reporting in Canada and beyond. Fifth the CBC is one of a community of public broadcasters all around the world, and brings to Canada perspectives and programs that commercial broadcasting cannot offer. It does not have the burdens and biases that NPR in the US has, because of the need not to question, let alone offend, sponsors. Without profit-oriented sponsors, the CBC avoids the need to please powerful commercial pressures. The CBC has built up, sixth, a vast network of skilled personnel, human and material resources, connections, expertise, and knowledge that could never be replaced! it is a national treasure, and has been since the Tories created it in the Depression of the 1930s. It has cheered us up and entertained us -- and informed us -- faithfully since then, and must be enhanced and empowered to do more than ever, because we need the CBC more than ever.

Merv N. - Kamloops, BC

The CBC matters to me because I feel we get balanced options and it is important to have Canadian content in our media.

Judi C. - Vancouver, BC

The CBC is my "go to" station/channel for news & right now the Olympics as well as programs from coast to coast to coast. I used to live in Canada's Arctic & enjoy being kept up to date on that part of our country. I have travelled from the Atlantic to the Pacific & believe that a country of this size needs a strong voice to keep unity uppermost in everyone's mind. There is unity in diversity!

Irene M. - Toronto, ON

The CBC matters to me because... I never change channels/stations even when I have to listen to the same stories several times. CBC radio lulls me to sleep, wakes me up, and tv keeps me current on international and domestic news. It is engrained in my soul, my identity as a Canadian. Having lived abroad off and on over many decades I depended on a tiny shortwave, which on lucky nights would keep me in touch with Canada and remind me of our fundamental values in places where notions of democracy never had a chance. Programs like Ideas, glorious music by Canadian musicians, goofy stuff like Stewart Maclean are in my DNA, a valuable gene pool shared across the nation, uniting us who cannot stand the vapid propaganda, noisy advertising and traffic reports, none of which enhance our lives. Canadian identity via CBC is our most valuable asset. I have listened for 83 years. I know whereof I speak!

Sylvia B. - Victoria, BC



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The CBC matters to me because I listen all the time
Kirsten M. - Victoria, BC

The CBC matters to me because... it's Canada
Louise P. - Montreal, QC

Both French and English CBC have been most important to me for nearly 80 years!
A huge part of my life... Cannot imagine being without them! A true expression of a
(bilingual) Canada Strong and Free!
Michèle Z. - Ottawa, ON

The CBC matters to me because... We believe the CBC should offer Canadians a
window on themselves. The multi-channel universe is overwhelmingly American
and does not reflect Canadian values. We have our own stories to tell and Canada's
(very) multi-cultural population should have access to more varied and nuanced
programming. At about \$30 per capita per year, the CBC's funding is considerably
below that of other national broadcasters. We must do better.
Denis P. - Sherwood Park, AB

The CBC matters to me because... It keeps me in touch with true Canadian content
on our airways from our local communities and provinces. I love the Canadian
material but it needs more funding.
Gaie H. - London, ON

The CBC matters to me because it is a crucial voice for Canada. It's well-rounded
programming addresses all members of the public and provides in depth reporting.
Internationally it presents an accurate image of Canada.
Bernd H. - Edmonton, AB

The CBC matters to me because I rely on it for balanced reporting from a Canadian
perspective, local and provincial news and weather, interviews with real people
and entertaining stories. Please increase funding for this most valuable and vital
Canadian resource.
Stephen P. - Enderby, BC

The CBC matters to me because... I listen to many different programs and news
on CBC radio every day, and I also watch CBC TV for news, documentaries etc.
daily without this source of informed, responsible, intelligent and PUBLIC media
coverage, my life would be impoverished.
Howard W. - Saskatoon, SK



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The CBC matters to me because. I depend on it for truthful dissemination of information and a Canadian perspective. I want news that is thoroughly investigated and impartially presented. The CBC is synonymous with Canadian sovereignty!
Irene E. - Toronto, ON

According to our Canadian Heritage Minister, “The public broadcaster tells our collective stories, enhances our critical thinking and makes our culture flourish, while employing thousands of creative workers across the country. Every dollar we put into the public broadcaster generates three dollars directly in our economy, it’s an investment for our country. Supporting our public broadcaster shouldn’t be a partisan choice.” However, Conservative politicians seem to want to privatize most of the CBC which already is the third worst funded public broadcaster in the world among comparable countries. The U.K. spends \$114 per person per year on the BBC, compared with Canada’s spending of \$34 per person for the CBC. At a moment in time when we need HIGH QUALITY FACTUAL NEWS and GOOD CANADIAN STORIES more than ever, foreign tech giants like Facebook, that profit from misinformation, are capturing more of our attention, time and money. PLEASE budget more money for our beloved CBC!

Betty G. - Terrace

The CBC matters to me because... it helps keep the county together... provides interesting things to listen to, and watch.

Bev W. - Port Elgin Ontario, ON

The CBC matters to me because... I have been listening to CBC since I was a child. We’d gather around the table for radio story time which would then bring on family discussion. Families across our country in whatever time zone could do the same! Before we had a TV we were hushed to hear the news. Later my parents watched the 11:00 news. Excellent reporting.... available across the country. Unity. In different and difficult times CBC has made clear that their reporting is accurate and trustworthy. “Unconfirmed reports...” lessens the headline smashing. (Though lately I have questioned that.) Budgets for journalism reports have been cut already. We NEED CBC to keep us together. We ARE NOT AMERICANS!!! KEEP OUR CANADIAN VOICE!

Karen B. - Salmon Arm, BC

The CBC matters to me because...every country needs a public broadcaster. Many people need all that CBC has to offer.

Judy C. - Regina, SK



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The CBC matters to me because... It gives me a Canadian perspective of my country.

Brad A. - St Albert, AB

The CBC matters to me because... It provides reliable trustworthy news. As well, it provides Canadian content/information that helps us to stay connected to one another. It is a part of our culture - just like the RCMP; Tim Horton's; Terry Fox! Thoughtful and investigative interviews!

Lynn B. - Kelowna, BC

The CBC matters to me because... At a time when the media and journalists are being literally attacked for doing their important job of keeping citizens informed, we need to double down on our financial and verbal support of our public broadcaster. The CBC is my trusted source for news around the world and at home.

David L. - Ammon, NB

The CBC matters to me because... Any place in this wonderful country, we are all connected by the CBC, radio and tv... most importantly, no other network truly tells our stories. Please increase their funding and the viewers/listeners will come to see and hear themselves reflected. The ad revenues will follow.

Brian S. - Oshawa, ON

The CBC matters to me because...it's the only radio station I ever want to listen to. News, opinion, entertainment. True Canadian input!

Alan S. - Belleville, ON

The CBC matters to me because... It is the Canadian voice for our nation insofar as it is beholden only to the citizens of our country, not to the deep pockets and will of investors. It matters because its mandate is not to turn a profit, but to give voice and presence to Canadians; to tell our stories; to celebrate our cultures; to show, not just to what is popular today, but what has enduring value. I believe in the CBC especially at this time in history, when disinformation and lies threaten to overwhelm the truth, when sources of local news – the foundation of democracy – are being snuffed out by technology and foreign influence. Why should our national broadcaster receive such a small contribution by the federal government compared to what other countries receive? It's shameful and short-sighted! It's unjust to deprive the CBC of adequate funding and then to claim that its offerings aren't engaging enough. Please, keep your promises and reinforce Canadian sovereignty in the broadcast sector! Increase the budget of the CBC!!

Sharon R. - Vancouver, BC



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I am almost as old as the CBC. I have grown up with the voices, personalities, and music of the CBC. The CBC has introduced Canada to me and me to Canada. Through the dedicated services of the CBC I have discovered information, stimulation, people in all cultures across Canada, and a vision of Canada's rich diversity. Each time I have observed efforts to define the CBC as a media service, I have wept at the inability of people to discern that here is a unifying cultural service. It is the culture of Canada that matters and here is the demonstrated vehicle for drawing people into the vision of a unique nation with a unique history that benefits from refreshed expression in the presence of increasing numbers of new citizens. Canada has a unique distinct voice that is needed more than ever to counter lies parading under the label of "fake news." We need this voice to speak clearly into the clutter of self-serving commercial empires who know no loyalty to Canada and our shared future. The integrity of a nationally committed CBC is needed more urgently than ever. Investment in the CBC/Radio Canada is investment in the future of Canada.

Peter M. - Brantford, ON

The CBC matters to me because I believe in having a neutral non-commercial news source. When I want news I always look to CBC first. I want it to be like BBC which says "we give you the facts, you decide what you do with them." Please provide the funding they need to do this job. I am 76 years old, have seen much of the world and feel that our CBC is worth every penny. Please protect it. Our other media is too biased and people don't even realize it.

Elizabeth F. - St. Albert, AB

I work with new immigrants to Canada. I encourage them to listen to CBC radio and to watch CBC tv and news. They always thank me and tell me it is really helping them to understand Canadian culture. It also helps them with learning English language skills. We are so easily overwhelmed by American media. And given how divisive their country has become, and how they emphasize their cultural priority that "it's every man for himself", the CBC is more crucial than ever. We need it desperately nowadays, to reinforce that Canadian values and norms are very different than America's. I love that we have a hand in supporting shows like Schitt's Creek that demonstrate the gentleness and acceptance displayed by most Canadians. Our humour is not mean-spirited. It is self-deprecating and wickedly funny. I look to the BBC and other government sponsored broadcasters, and shake my head at why Canada's government continuously refuses to increase funding to levels comparable to the UK and Scandinavia. Please honour your campaign promise--I voted Liberal in part because of this specific issue. I have faith you will do what you promised me. Thank you.

Sally D. - Richmond, BC



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I voted Liberal because, among other things, I wanted to see an improved, properly funded CBC. In this age of fake news the CBC is more important than ever - we need a CBC without ads, especially not in news programmes, with proper stable multi-year funding.

Julia B. - ON

The CBC matters to me because it cannot be beholden to foreign capital through ownership. It needs to be well funded to broaden its coverage of news and important topics such as climate change, ecosystems and the damage of human population and footprint in a myriad of ways. We need a media network of responsibility that reaches the most obscure and impoverished corners of our country, and tells our truth, and as much as possible, the truth to the world.

Glynne E. - Victoria, BC

The CBC matters to me because it helps to shape our unique Canadian worldview - a vital contribution to resist the tsunami of ideas flooding across our southern border. My disappointment in recent years has been the dumbing down of some of our current affairs programs, perhaps a reflection of budget constraints.

Stuart C. - Whitehorse, YT

The CBC matters to me because it tells me what's going on in the world, primarily Canada... things you might not hear anywhere else. In spite of this CBC has been going downhill compared to decades past compared to decades past. News about climate disasters, and other quality programming, is repeatedly interrupted by ads promoting the very lifestyles that cause climate change. It suggests that CBC condones gasoline-powered luxury vehicles tearing through pristine natural areas. This practice detracts from information provided. If proper funding were restored it wouldn't be necessary to involve decadent advertising.

Dianne F. - London, ON

The CBC matters to me because... I'm proud of our hopefully nonbiased, open-minded journalists. I'm pleased that our country doesn't buy a version of what the ruling government sees as their truth (unlike the neighbours to the south). I feel informed and connected to other parts of Canada as well as when I travel in Canada I can still listen to many of the same programs. With all that is going on right now I'm thankful for the CBC.

Johanna M. - Bath, ON

The CBC matters to me because it's the best source of national and local news. I love the variety of programming and their podcasts. I very much appreciate that there is no advertising on their radio programmes, and it makes me feel proud to be Canadian.

Colleen A. - Frampton, QC



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The CBC matters to me because...It is my link to what is going on in the beautiful country Canada. I like the news coverage for my home turf plus what is happening across the country plus world news. Programs that support upcoming artists in the music industry, theatre and visual and performing arts are all super important to me. How I miss Randy Bachman's show! Cross Country Check Up, hearing people's opinions. CBC is Canada.

Avril J. - Dufferin, NB

The CBC is one of the few trustworthy and reasonably unbiased news sources left, after the consolidations and buy-outs and takeovers that have been going on with the commercial press. I have noted that the CBC is relying more and more on advertising revenues. I would like to see that reliance reduced considerably (plus a concomitant reduction in ads). The current 'state of the union' in Canada is such that there is no room for biased and incomplete journalism, or for the 'yellow' journalism that is so prevalent. We cannot afford to let the CBC fade away. I would like to see it move up in status until it is as respected worldwide as the BBC.

Richard W. - Calgary, AB

The CBC Radio is fundamental to my life. Every day I depend on it for my safety, psychological welfare and mental sanity. Voices I trust offer me timely and essential information. This information connects me with my community and fellow Canadians. Within the pandemic, I depend on CBC Radio for basic information to live each day. With the dearth of community newspapers, the CBC matters even more than ever before. The program Ideas connects me with issues of deep meaning which I find nowhere else. My life has literally been transformed in a profound way by certain specific Ideas programs. Without CBC Radio, I would mentally and spiritually die, in my own home. Please fund it properly for all of us. Thank you for listening.

Katherine K. - Ottawa, ON

The CBC matters to me because I'm a citizen. Of Canada. It's the public broadcaster. So I know it doesn't matter to the Generic-ans in much of this country. But I'm an actual Canadian. With an identifiable culture. (A culture is what develops when a society matures passed the point of constantly sticking its head up the ass of a foreign country. Tending one's own garden, I suppose is another way of saying it.) Also, because my IQ exceeds 40, I don't need a steady stream of shrieking, moronic, puritanical nonsense from Stone Age America. Nor do need pathetic attempts to imitate the garbage spewed at us from the country below. The enemies of a country's national broadcaster are enemies of the nation. As the fascists slither in, this will become more and more apparent. Enjoy, everyone!

Ed M. - Sydney, NS

The CBC matters to me because it is the only unbiased source of information we have in Canada. With all the misinformation thrown at us lately, it is extremely hard to find a source we can trust. On top of that, there are a lot of good humorous and historical programs. Finally, in rural setting like my own, it may be only one of 3 stations we receive.

Roin G. - Winlaw, BC

The CBC matters to me because... It's the glue that unites our country. It used to be much better but relentless cutbacks have robbed us of much of our national identity- our feeling of 'belonging.' There used to be Real investigative & non-partisan reporting /calling politicians to task and to... answer. Now it's the 'news' of the moment. No reference to history or historical record or... anything very smart. The regional radio stations were decimated - the programming on the radio is on repeat and then repeat again. It is not the intelligent face of Canada any more ... and yet ...it's the best and ALL we've got now!!! How depressing that I have to fight so hard to try and protect and preserve the little bit of what's left of our Canadian glue, treasure, legitimate news and media company. But if I don't / and others don't / Who will fight for the future of our Canadian identity? Sounds dramatic? And yet - it is not. So, yes. The CBC is an ultimate need in this country and it needs to be imbued with the creativity and intelligence and local representation that it once had! It does not! need to be 'modernized'. Integrity is timeless.

Sarena K. - Toronto, ON

The CBC matters to me because I believe each person on the radio speaks what they sincerely believe to be true. especially news. As an immigrant my fiancé and I listened to program that included people from right across Canada - Peter Gzowski especially. We were thousands of miles apart but shared that. I listen to the radio almost 24/7. TV not so much - too many ads, silly programs, comedy I don't find funny. Even Olympic coverage is terrible because ads break in too often for too long. Loved Downton, but being from same period does not make other series a match. Get some courage and imagination in. Run a radio play, try wild things - one in three would be great success rate.

Helen M. - Lethbridge, AB

For me personally CBC, especially Radio, is informative, educational and entertaining! No private media would be able to achieve the same. CBC accompanies me and is part of my life!

Jacques U. - Nelson, BC

The CBC matters to me because we need this media because they tell the complete honesty of whatever they have broadcast. I lived in the woods for 20



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years and the CBC was the radio station we listened to... always. Please let us keep this station for all to watch or listen to.

Rita T. - Princeton, BC

The CBC matters to me because the government has failed miserably to provide necessary funding ad to carry out a necessary reorganization of our health care system. One essential component will be changing how doctors are paid. This must end “fee for service” payments and should use a salary-based system/. with merit-based rewards.

Edwin D. - Victoria, BC

The CBC matters to me because...It listens to the voices of Canadians from all walks of life, which helps us all to be better informed citizens. We hear voices from around the world as well, this knowledge that concerns our global village is very important. Our Canadian Arts and Culture are showcased this enriches our lives and makes us proud of our unique and multicultural country. Local news and events we are made aware of are extremely important during lockdowns, fires, floods, tornados, or snowstorms, I could go on and on...CBC radio is on every day in my home, or in the car...do not make any cuts please.

Debra T.

I have been listening to the CBC for over 70 years. No matter where I live in Canada, or long-distance driving, there is always the CBC to keep me connected to other Canadians. It is a powerful tool for building community and cohesion. It must be cared for lovingly and thoughtfully. No politics, just fulfill its purpose.

Kay L. - Port de Grave, NL

CBC makes an enormous contribution to my quality of life: - I listen critically but trust its news reporting - I listen near daily - I love the professionalism displayed by CBC employees and program participants - No adverts please, they waste my time and many are mildly offensive, at least in the sense that they push stuff on me I do not need - I value CBC for its democratic structure - if I saw a problem with it, I could mention this to my MP and ask for advice correction. Please fund to the level it needs to do a good job on these fronts!

Joe S. - Saskatoon, SK

The CBC matters to me because it has the vitally valuable investigative documentaries, bringing up very important information and topics to act upon, think about and live by. Extremely valuable and important. And, there should be a national non-state (public) broadcaster of high quality which CBC is.

Elena T. - Burnaby, BC



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The CBC matters to me because I like the CBC news especially the radio news. The CBC provides a Canadian View of the world and provides opportunities for Canadian performers.

Dave P. - Waterloo, ON

The CBC matters to me because democracy and freedom of the press matters immensely. Without a fiscally secure, independent public broadcaster it is a slippery slope to corporatism and fascism. Canada needs an informed citizenry as well as common cultural experiences, connections and ways to learn about each other. Our public broadcaster should be the organization to do this, not privately owned media. Please keep your commitment to the CBC funding levels and increase further if at all possible.

Teresa B. - Lions Bay, BC

The CBC matters to me because... In the recent "Freedom Convoy" situation, I learned that the protesters were told which media outlets to pay attention to (the ones that were actively supportive of what they were doing) and that they should not talk to the CBC and that the CBC was explicitly not invited to their news conferences. That suggests that we need the CBC; which apparently was seen as a credible exposé of the illegal activities of the occupation force. If this media outlet is starved out of existence like other influential, balanced, journalism which doesn't bow down to the anti-freedom rhetoric of the populist click-baited media, our democratic society will cease providing the significant freedoms that we have today.

Mel S. - Redwood Meadows, AB

The CBC matters to me because... I believe that the quality of the programming balances Canadian content with meaningful artistry and objective news coverage. I love that Canada promotes locally.

Tammy M. - Calgary, AB

The CBC matters to me because... The CBC has done more for Canadian unity than any political party!!!

Bob P. - Calgary, AB

The CBC matters to me because I would like a well-funded CBC that concentrates on news, items of importance to Canadians with commentaries and is NOT saturated with advertisements. The news often gets repeated nightly as a time filler.

Isobel M. - Edmonton, AB



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The CBC matters to me because it has been part of our culture for many years. Keeping us informed and connected cost to cost to cost. In these times we need it more than ever. Other countries wish they had a CBC.

Scott M. - PEI

The CBC matters to me because this is a vast land and if you've ever traveled to the different regions, you'll know just how different we all are BUT we all have one thing in common and that's the CBC. For me it's part of who I am. It's a part of my definition of what a Canadian is. I've lived in various places and the FIRST thing I do when I get to my new home is find out where CBC is on the radio dial and on the TV. Yes, there are online streams but NOTHING replaces local CBC personalities with a local twist on local CANADIAN stories. It's the glue that holds our nation together as far as I'm concerned. Please keep your election PROMISE to fund the CBC properly.

Michael H. - Rodney, ON

The CBC matters to me because we trust their news reporting vs fake and exaggerated & aggressive other reporting -we value their investigative journalism -we receive big picture journalism with balanced views, seeing more sides to issues - reporters respect the people they interview despite the individual's behaviour -interviewers are relational and community minded -reporters of many different cultures express common human values and concerns - they provide a transparency we want to have e.g. who and where is the funding coming from for the right wing groups -democracy is precious and a difficult balance and our valuing of it must be spelled out. We must see our responsibilities and our boundaries and learn how corporations and other powers can and do threaten democracy

Joan W. - Surrey, BC

The CBC matters to me because for my entire life it has been how I have known about my country, our arts, our stories.

Richard S. - Vancouver, BC

The CBC matters to me because I've been watching since I was a child. It helps to define us as a kinder gentler people I hope. It must not be politicized. Fox and CNN are warping the minds of millions.

Marcie T. - Goderich, ON

I have lived in three provinces and travelled from coast to coast. CBC has been the glue that keeps our country together. Our national broadcaster reflects our country back to us as Canadians and reflects Canada to the world. Its journalism reports with integrity, its comedy is speaks to who we are, the provincial and



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national conversations it hosts help us better understand ourselves as a nation. Its programming gives us varied points of view and asks us to think... to synthesize... to analyze. As a national broadcaster - whether radio or television - CBC has the mandate and professional journalists to probe the news in depth -- to investigate, analyze and interpret. In this time of underfunded newsrooms and financial stress on mainstream media (print and electronic) -- and the proliferation of social media/ disinformation -- CBC as our national broadcaster needs adequate funding to bring Canadians unbiased, in-depth reporting from across Canada and around the world. CBC should be funded generously, as are national broadcasters in Britain, Australia and elsewhere. Canada cannot afford to lose this vital resource. The Washington Post believes "Democracy Dies in Darkness". Let that be a dire warning should CBC continue to suffer from a million cuts. Without the capacity to cultivate talent and create programming, CBC-TV could not function. Without CBC-TV, its radio network would not survive. Why does CBC matter to me? CBC Radio is my lifeline. Through the Listen app, I am tuned in several hours a day. The programming is thought provoking, entertaining and sensitive. With CBC (supplemented by my local paper for a different point of view), I know what goes on in my province, my country and around the world. Canadians need CBC now more than ever -- and CBC need increased funding now more than ever!

Ellie S. - Edmonton, AB

The CBC matters to me because...During the Covid Pandemic the CBC provided programming that gave us all the information I needed to feel confident in the Vaccines offered. There were many radio phone ins where people concerned about the vaccines and other measures could call in and get answers from experts that the CBC had lined up. On so many other issues the CBC provides insights and accurate information they are not influenced by advertisers. The US has been overtaken by false narratives on private stations like Fox news but the CBC sets the bar so high for quality journalism that Fox news was not able to take hold in Canada. Honest reliable journalism free from advertisers' control is one of the cornerstones of democracy.

Marla B. – Chelsea, QC

The CBC matters to me because... I have been listening to the national radio station since I was a child, over ninety years ago. We didn't have a radio until I was about ten and I would go to a neighbour's to hear a children's program. As a teenager I did my homework with one ear on the CBC - particularly any dramas - if my parents didn't turn it off until I was done! I remember listening to the late King and we agonized with him as he struggled to pronounce difficult words. I still waken to CBC Ottawa and follow it through the day on radio or television. I value the balanced commentary and news broadcasts and count on CBC to keep me up-to-date.

Elizabeth G. - Ottawa, ON



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The CBC, especially the radio, teaches me about Canada. You hear stories about Canadians from very different walks of life and from all over the country. I am grateful for the expanded coverage of our indigenous peoples. It is an important platform for Canadian arts of all kinds. It's a place where I feel connected to my country. Please fulfill your election promise in funding the CBC.

Irene G. - Lion's Head, ON

The CBC matters to me because... I can talk to my sister in Edmonton and my niece in Kingston about things we've heard on CBC. My sister, who is an hour ahead phones and tells me to listen to a program she's hearing. Older people are not cyber bunnies. We rely on CBC for our news. People who don't have internet in many parts of Canada rely on CBC. INCREASE funding to make us world leaders in funding public broadcasting instead of being also-rans.

Norma B. - Burnaby, BC

The CBC matters to me because... I can talk to my sister in Edmonton and my niece in Kingston about things we've heard on CBC. My sister, who is an hour ahead phones and tells me to listen to a program she's hearing. Older people are not cyber bunnies. We rely on CBC for our news. People who don't have internet in many parts of Canada rely on CBC. INCREASE funding to make us world leaders in funding public broadcasting instead of being also-rans.

Norma B. - Burnaby, BC

The CBC matters to me because. I feel CBC has a national perspective and I feel represented by CBC. CBC is my public broadcaster. It needs to be strong to counter misinformation, to do some consistent fact checking, and to bring to the fore our Canadian identity.

Diane S. - Winnipeg, MB

The CBC matters to me because...It is high quality, and respected. It expands minds. It encourages artists, and promotes our culture. Its investigative journalism is world class. It unites Canada. I listen to CBC exclusively. They don't waste my time with inflammatory programming. PLEASE KEEP CBC's BUDGET INTACT and INCREASE IT

Joanne S. - Edmonton, AB

The CBC matters to me because... it is important to have an unbiased source of news. I like the classical music program on CBC 2, and I really like the Saturday morning programs on CBC1.

Laura L. - Toronto, ON



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The CBC matters to me because... The CBC reports on the whole country and keeps us connected from coast to coast to coast.

Muriel K. - Winnipeg, MB

The CBC matters to me because... Quite frankly, I don't get to see enough of Canada and the Canadian-adjacent nations as it is. In either my news or my entertainment fiction. I'd like to see service either expanded or restored - whichever's applicable in our small cities - in English, French, the Indigenous languages across the country. I'd also like to see more outreach to the wider world(s). My friends in other countries, who know other languages, should get to see our country in all the ways we see it.

Dwight W. - Ottawa, ON

The CBC matters to me because it unites our huge country, from coast to coast to coast. I am 80 years old now, and have been listening since I was a young girl. I appreciate knowing more about other regions of our great country. I get that information on my radio or television. My late husband was a tower crane operator in southern Ontario for 25 years. He had a radio up in the cab. He would come home and relate all the different stories he heard on the CBC during his workday. We all have different reasons for listening, and they are all important to us. Please give it the financial help you have promised. We all need the CBC. I know I can trust the information. Not just from the newscasts, but other types of programming.

Linda H. - Victoria, BC

The CBC matters to me because it is my go-to for the news, music, TV shows, morning to night. I would be lost without it. It is literally my connection to Canada.

Sharon M. - Vancouver, BC

The CBC and Radio Canada matter to me because they go to great lengths to remain objective when reporting the news. It's unfortunate that when watching TV news, one has the impression of being in the US where 2 minutes of news is followed by 3 minutes of ads. It hasn't always been like that and it shouldn't be like that. We need real news with well-informed correspondents and journalists. I can't speak for English programming as we watch TV and listen to radio mostly in French here, where we have a very interesting selection of programming that covers a wide range of interests. BRAVO and may it continue - but it takes funding, so let's start supporting our national TV and radio in both languages.

Joan T. - Saint-Jean-sur-Richelieu, QC



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The CBC matters to me because. It where we hear about Canada and Canadians from a Canadian perspective not from a US point of view. We need the CBC to hear Canadian news and stories from a Canadian source.

Sue T. - Sunderland, ON

The CBC matters to me because almost all the non-CBC traditional media in New Brunswick where I live is owned by one very successful family-owned corporation that has interests in forestry and oil production. With a very few exceptions the only source of news -- radio stations, television, newspapers in both paper and online formats -- comes from this one source. Except for the CBC. Without the CBC there would be no independent source of news on the climate crisis, the state of forests and rivers and lakes, local and provincial politics, the state of public health, and on and on. The CBC in New Brunswick gives us another point of view on our immediate world, and the one outside our provincial boundaries.

Thomas P. - Codys, NB

The CBC matters to me because it is a national service. Canada is the second largest country geographically in the world. Life in Newfoundland is different from the Prairies and both are different from British Columbia. I have lived across the country and am aware of it. CBC covers it all and helps unite us as a country. It is also a public service, not for profit, so is fair to a wider group of citizens. We need to increase the funding so all Canadians are aware of the rest of the country

Maryam M. - Vancouver, BC

The CBC matters to me because... it is the only publicly owned network in Canada and as such has the potential to protect our democracy. It has been a vital influence in my life. Growing up in a small community within a large country like Canada the CBC provided necessary connections. Such connections have the potential to bring us closer in these divisive days and as a completely Canadian company the vision can be completely Canadian.

Terry G. - Edmonton, AB

The CBC matters to me because I strongly believe in public broadcasting that is jointly owned by Canadians and funded by taxpayers, and not serve the interests of corporations, and is not dependent on commercial advertisements. I trust the accuracy and impartiality of the CBC in providing the news and other programs that I rely on to keep informed every day!

Bruce C. - Toronto, ON



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The CBC matters to me because it is a reasonably reliable and reasonably unbiased source of information on an enormous variety of topics for all Canadians. It is important that its funding is adequate to allow it to do the investigative journalism that provides enough background to make its information trustworthy. I have been betrayed by the CBC's coverage of demonstrations, when one violent incident takes over the news report and all the peaceful demonstrators are forgotten. With adequate funding, the CBC would not have to appeal to the sensationalism that some news reports use to attract audiences and advertisers.
Moirra R. - Montreal, QC

The CBC matters to me because... it is one of the Canadian constants that contribute to my enjoyment of life. When I am listening to the CBC, I feel informed, educated, bonded and connected with my country and fellow Canadians. In fact, I think my endorphin level actually increases! Listening to the CBC makes me feel good. The CBC Canadian radio station has real credibility. Friends overseas have commented on how well we do radio here in Canada because of the CBC. They listen to it! The CBC is only 5 years older than I am. I have listened to it all my life, with my parents and with my children. Please fund CBC as promised and continue adding this excellent and well-deserved quality to our lives! Canadians are proud of the CBC. I can't imagine life without it!
Marjorie G. - Stittsville, ON

The CBC matters to me because it has been part of our family since I was an infant, almost 80 years ago! While excellent journalism has been basic to programming, I have been pleased with timely transitions to reflect our society, both local West Coast including the voices of our Indigenous peoples, and national and international in scope. Our sense of belonging is inherent in CBC. [Apparently even our neighbours to the South depend on it!]
Dorothy N. - Richmond, BC

The CBC matters to me!!!
Saundra T. - Bracebridge, ON

The CBC matters to me because... It is the only station I listen to. I trust the news and information presented. Since I live in a remote area the CBC relay station is our best connection.
Ann S. - Deep River, ON

The CBC matters to me because... For many years Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to



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coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate, and illegal content streaming across our border, Canadians need the CBC more than ever. We fund the CBC at one of the lowest per capita levels for all OECD countries. This needs to change if we are to protect ourselves from misinformation and therefore our democracy.

Catherine F. - Vancouver, BC

The CBC matters to me because... In this time of polarized views and lack of understanding of each other, CBC is the antidote. It allows us to share what we like and don't like and just find out about the rest of our country. I love the CBC service.

Cynthia M. - Hamilton, ON

The CBC matters to me because if it wasn't there we would not know what government is doing at all. The Freedom Convoy, privatization of health care, attacks against people of colour, indigenous people, migrant workers, violence against women, sex trafficking of women, no climate initiatives, etc., are not discussed by the other media. If CBC was once again, properly funded, a appropriate CEO, no advertisements, programming that educates people, once again Canadians could be proud. Unless this happens, CBC will die and then Canadians will never be informed as our present governments are not telling us and doing nothing for us at all.

Elizabeth L. - St Anthony, NL

The CBC matters to me because... It's trustworthy news & representing our whole country!!

Jane A. - BC

The CBC matters to me because as a source of information related to all Canadians, it keeps us pulled together and helps us provide support for areas of the country that are having a hard time. The CBC provides unbiased news that can be trusted and supports Canadian actors and musicians and journalists who deserve to be recognized by fellow Canadians. I love both CBC radio and television. They are my main sources of information and entertainment. The government needs to ensure that Canada has at least one public source of information and connections to all territories and provinces....

Sandra G. - Dundas, ON

The CBC reflects Canada & Canadian values more than any other media outlet in the country. From news & commentary to all-Canadian programming, CTV & Global can't touch it. The CBC is as much an integral part of Canada as the maple leaf &



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the beaver. It is iconic. In recent years the CBC's funding has been chipped away at by successive governments as if it were not the important part of Canadian culture that it is. Failure by any government to properly support this institution undermines Canadian culture at a time when it needs bolstering like never before. Don't screw this up.

Doug M. - Curran, ON

The CBC matters to me because I feel that it continues to provide balanced coverage of the issues that are important to Canadians. It is a very important service and its funding is something that I take into consideration when marking my ballot.

Faye B. - Campbell River, BC

The CBC matters to me because it is intelligent radio. The consistent use of research academics on CBC radio is important to our progress as a society. The need for a radio station to be responsible to Canadian citizens in a democracy is clearly superior to a business first agenda employed by alternative media. Oversight by our elected officials is important to at least one media outlet in Canada. All for intelligent radio by CBC.

Frank J. - Edmonton, AB

The CBC matters to me because... Of a balanced approach to the news reporting on the facts as well as offering expert discussion on potential outcomes. The reporters are eloquent and knowledgeable. They can elicit information from an interview without passing judgment. We as a country need the CBC to balance the kind of poison that often arrives from our good neighbours to the south.

Nancy D. - Mississauga, ON

The CBC matters to me because... It is the voice of our country, representing us all, by offering news, debate, culture, and entertainment - and it connects us, we can learn to share awareness of what matters, see different points of view. It's the vehicle by which we see the best of ourselves, and also, at times, the problematic; it attempts to reach all and will affect many. Myself, I grew up with the music and news of CBC, then later, I listened to the cutting-edge nighttime music, and now my options for music and news are vast because of my early learning, with CBC and Radio Canada.

Kathryn A. - Vancouver, BC

The CBC matters to me because... it allows me to know what is going on in the rest of the country. It heralds Canadian content. If we don't promote ourselves, who will? Very informative, neutral, and intelligent.

Gunta D.



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The CBC matters to me because... I predominantly listen/watch CBC for reliable Canadian news. I rely on my government to make sure there is public funded radio and TV across the country to ensure quality and unbiased reporting. This will ensure that corporate funded media interests does not overtake our country with self-interest. It is crucial we maintain our pride in our Canadian media, and be represented around the world with proper reporting. Many thanks, Deborah Rubin
Deborah R. - Victoria, BC

The other day somebody told me they thought we should defund the CBC. I was shocked and a bit horrified. When I pointed out all of the awesome shows and Canadian music that have been promoted by the CBC over the years they had to rethink their statement. Many amazing talents have had their start on the CBC - when they might not have had the same opportunities otherwise. We need to remember that when we think of what place the CBC has had in all of our lives, even if we don't realize it. And what a huge gap there would be in our country's cultural and social fabric if it were to disappear or be gutted. It needs our support.
Deborah G. - ON

The CBC matters to me because it reflects and supports the building of a distinctly Canadian collection of cultures, and as such, I find that the CBC, unique among all media speaks to me and my personal sensibilities about the world, both in- and out-side of Canada. I listen to CBC radio. It is noteworthy that there are fewer programs and more replays. I heard last year that CBC has begun selling its "brand" or style of production and presentation, such that some of what I'm now hearing is paid promotion, but without being declared as such. This is a travesty. Evidently, the CBC needs more cash in order to function. I believe that Canada needs more CBC in order to continue to recover and thrive. Let's give the CBC the cash that they need in order to do more of the excellent job that they clearly and uniquely know how to do. Kind regards, Stephen Ronald Fast, Hamilton
Stephen F. - Hamilton, ON

The CBC matters to me because it's broadcasting focuses on the widest public interest. In order for this mandate to be maintained it must rely less in advertising. Especially egregious are ads promoting fossil fuel consumption. In order to inform Canadians on how to deal with the climate emergency ads which promote a consumer driven economy must change to messages of conservation and making do with less.
Rose D. - Toronto, ON

The CBC is the one radio network that holds Canada together in so many ways from Indigenous issues, provincial issues, business issues & environmental issues.



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We vary in many ways, but the CBC draws our similarities together and differences into debate, drawing us together as a huge country with many differences but one pride and respect for each other.

Donnalyn M. - Kamloops, BC

Please honour your commitment to keep our CBC strong by giving them the necessary budget to do that!!!

Beverley N. - Burks Falls, ON

The CBC matters to me because... Media independent reportage is being eroded all over the world. Look at China, Russia, Mexico, Hungary etc., where free media outlets and individual reporters are being muzzled, imprisoned and killed. This is obviously wrong. In Canada CBC is under threat from the Conservative Party and other right-wing orgs. If we allow the demise of CBC we will lose independent Canadian reportage. I urge you to do all you can to preserve and enhance funding for CBC. Ideally, future funding will be tied to a fixed formula providing sufficient dollars to ensure CBC will survive and grow. This funding formula must include increases similar to COLA cost of living allowances. CBC's future and independence must be insulated from political interference.

Tom H. - Hagersville, ON

The CBC matters to me because Canadians need a trustworthy, ethical news source which is immune from corporate and partisan influences. "Fake News" and dubious information sources are rampant. We need a newsfeed which is absolutely honest and trustworthy, such as the CBC.

Thomas K. - Timmins, ON

The CBC matters to me because to me and my spouse as we live in SK and need the CBC to receive perspectives that transcend the dominant views of its people! We too are part of Canada and need a broadcaster that is not afraid to present all kinds of issues and viewpoints that are part of a healthy democracy! Related funding increases are investments in a healthy and growing democracy! The CBC Makes living on these prairies a bit more possible and culturally satisfying!

John O. - Crystal Lake, SK

The CBC matters to me because... The CBC gives the highest quality Canadian and worldwide news coverage as well as cultural and social issues coverage like no other broadcaster in the country. As a lifelong listener to CBC radio it has been disheartening to see the budgets shrink so much over the years that the schedule is now replete with re-broadcasts throughout the week because there are not funds for enough new programming to fill a week long schedule. Denying funding to the



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extremely creative people in radio is shameful. The investigative journalism in radio, television and in podcasts regarding issues in our country is without parallel. The CBC plays an outsized role in keeping Canada Canadian!

Michèle C. - Regina, SK

The CBC matters to me because... I grew up listening to CBC radio and it is an essential part of my life and connection to my world. I need CBC.

Jana Rayne M. - Vancouver, BC

The CBC matters to me because... It keeps me up to date with world, Canadian, Ontario and GTA news. I count on it both on the radio and on TV. I listen to The Current, Radio Noon, the World at Six, Ideas, the National. I've been glued to CBC Olympic coverage. I enjoy the ideas expressed on 'At Issue' on Thursdays. I find CBC online when I travel to projects in the Developing World. It is my anchor to keep me well informed. I trust the coverage of news and couldn't imagine not having this amazing Canadian. Institution. Please Liberals fund the CBC as you promised. It needs to be upheld and encouraged to continue its excellence.

Catherine G. - Burlington, ON

The CBC matters to me because we need a publicly funded voice to express Canadian views, values and culture. We are our own unique country and the CBC is the best vehicle to reflect that. In particular CBC RADIO provided an important space for indigenous programming, thoughtful ideas, great book conversations, updates on technology, politics and science to name a few. CBC is also essential for local community programming and information. Fund the CBC properly! We need it.

Linda B. - Bolton, ON

The CBC Radio has always mattered to me and to a number of generations of my family. It's our "lifeline" to the rest of the country. The programs keep us well-educated (think "Ideas", the "World at 6", White Coat, Black Art" "The Current with Matt Galloway", Quirks & Quarks" and so on. (btw I sure wish we hadn't lost "Dispatches" but I hear that was due to funding cuts-urgh!!!. Getting the facts from trusted news programs is essential for good decision-making and is even more crucial in an age where nonsense has taken over much of the airwaves and social media. Good decision making is of course crucial to a happy, healthy democracy. Please, please, oh please, support the CBC by keeping to your promises.

Leslie P. - Victoria, BC

As a first-generation immigrant to this wonderful country, nearly 40 years ago, almost nothing matters more to me than CBC Radio (I seldom watch any tv). Several programs remain very good but I have also noticed a deterioration in both quality



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and quantity (many repeats). Please give the CBC the resources it needs to serve the cultural and civic needs of the country and every one of its communities.

Erwin D. - Ottawa, ON

The CBC matters to me because... Having lived in both the USA and the UK I am more than ever proud to have the CBC in Canada. It has for decades identified our country as a responsible and reliable place to live. The CBC must be a voice for our country free of commercial or political pressure.

Paul B. - North Vancouver, BC

The CBC matters to me because... It really does help more than anything else to help keep people across the country connected and informed

Gary B. - Jasper, AB

The CBC matters to me because... it is the voice of Canadians, for Canadians. A Public forum for all Canadian s to discuss issues allow opinions and let people build a better Canada. Celebrate and rebuild our CBC. Commitment of OUR Public Broadcasting to tell the entire story is valuable for democracy. Competent news reporting needs better finance and be trusted. Private news is skewed by advertising and supported by people who buy products, this is frequently incomplete news and is not trustworthy. All MPs must help increase CBC funding. Canada need not rely on news from another countries news system. There is no need for advertising in public news services and current affairs, factual reporting is needed. Entertainment by CBC could be shared with advertisers and more Canadian made entertainment shows are possible and needed. Increase the CBC funding.

Ian R. - Deleau, MB

The CBC matters to me because... it is the one unifying force in Canadian daily life. as it broadcasts from sea to sea to sea. Canada has always needed this but never more than in these troubled times.

Jenny Y. - Vancouver, BC

The CBC matters to me because... More and more, every day, the CBC is becoming a true lifeline for all Canadians even though some don't realize it, yet. The CBC has to be protected from protesters and potential terrorist acts. The important role of the CBC was almost never more important that it is at the moment when protesters are determined to take control of Canada away from the fairly elected Liberal government. How else can Canadians know when and how to prepare themselves for danger if they don't have an independent multilevel news bureau to help keep Canadians informed. Please keep the CBC alive and well. Please fund the CBC.

Charles C. - Coquitlam, BC



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The CBC matters to me because... It is an excellent station. Keeps me well informed. And keeps Canadian s well informed coast to coast to coast. Part of my tax dollar should go towards keeping it alive and well

Frances Carmel M. - Smithers, BC

Since immigrating from Australia to Canada many years ago, I have always relied on the CBC for fair and in-depth coverage of all aspects of Canadian life. It worries me when I hear Conservative politicians threaten to privatize or reduce the ability of the CBC to carry out its mandate for all Canadians. Please ensure the CBC has sustainable funding well into the future!

Larrie T. - Deep River, ON

The CBC matters to me because... It helps to keep the country unified

Barbara O. - Hamilton, ON

The CBC matters to me because it is the most reliable news source for those of us living in rural areas. Funding for the CBC is very low on a per capita basis. The misinformation is needs to be addressed and part of the solution is to spend more money on the CBC as was promised by the government.

Terrence C. - Golden Lake, ON

The CBC matters to me because... we need our Canadian content. Our Canadianness, it's important for us and future generations.

Carrie B. - Hamilton, ON

The CBC matters to me because the information provided by responsible publicly funded reporters can be trusted to be an honest assessment of what we should know about the pandemic, about government policies, about current trends in society in Canada. When you think of all the voices out there spouting what they think people want to hear instead of reliable facts, CBC is very important for all Canadians.

Heather C. - Guelph, ON

The CBC matters to me because... in these times of great uncertainty and misinformation, it is vital that we have a source that is subject to broad, and yet detailed scrutiny from all branches of our society. As such, the CBC needs to be adequately funded, as you rightly promised you would do, in the last election That's probably the main reason I voted for you. Don't make me regret that decision!

Richard L. - Toronto, ON



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The CBC matters to me because I do not want Canadians to be stuck with the same low-quality misinformation that passes for news in our southern neighbour. Basically it's infotainment: not reliable nor accurate news people can rely on to make informed decisions. Mr. Trudeau, please increase funding for the CBC - it's as iconic as Tim Norton's & has been around a lot longer. I can remember as a child watching it on TV. Indeed, until recent changes that stopped us from receiving the CBC up here in the north, it was the only station we got in Sioux Narrows, Ontario. If you could restore that level of service, it would be great! We get no TV here as cable costs too much on our pensions. So any help would be appreciated. Thanks!
Molly D. R. - Elliot Lake, ON

The CBC matters to me because it is our national broadcaster. We are a huge country. It is of utmost importance for Canada to have a public broadcasting system that connects us all and provides a common context for discussion. The CBC is that broadcaster and it's essential to support its financial needs. For many years and decades, its budget has been whittled away, and the money removed have never been reinstated. The CBC is now but a shadow of its former self. For that reason, it must be built up again, and made into a national broadcaster we can all be proud of!
Catriona S. - Millbrook, ON

As a Canadian citizen who speaks other languages regularly, I follow Deutsche Welle (DW) the German public broadcaster, RAI (the Italian public broadcaster, as well as several Latin American public broadcasters, and of course the BBC. All appear to be vastly better-funded than Canada's CBC, whose programming and production values suffer badly from decades of underfunding.
Erich K. - Riverside Estates, SK

The CBC matters to me because it is a nation-unifying medium heard from coast to coast to coast, which fully merits country-wide support & tax-based funding
Charles L. - Thornhill, ON

The CBC matters to me because... we deserve the truth and the CBC gives us that!
Barry W.

The CBC matters to me because we are not really a country without a robust public broadcaster offering quality programming. CBC/Radio Canada is important not only to our sense of identity but more importantly, to our democracy.
Joan L. - Fredericton, NB



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The CBC matters to me because it provides reliable information and great in-depth shows. Canadians have a national showcase. I get a feel for what is happening everywhere in our country. I especially enjoy several CBC podcasts. Please provide the funding you promised. CBC is truly a national treasure.

Harriet W. - Dundas, ON

The CBC matters to me because... I cannot imagine life without CBC. I, however, lament the increasing downsizing of in -depth coverage...there are so few foreign correspondents...the only place I can get broad international coverage is the BBC. The CBC is a Canadian institution giving voice to so many. Please give it some fair additional funding.

Dennice S. - Salt Spring Island, BC

The CBC matters to me because... It is critical to providing quality objective reporting and quality entertainment. It must increase local coverage

Alan C. - Peterborough, ON

The CBC matters to me because... I get the news of the I day and some entertainment every day. I do however get tired of the number of repeats and I presume that is due to lack of funding, so I support the need for better funding. This is a Canadian treasure and I hope it continues to inform and amuse the nation.

Eileen G. - Calgary, AB

The CBC matters to me because... 1. It is a publicly owned institution that does not take the interests/biases of private owners into account in reporting news. 2. It is tasked with presenting Canadian stories in entertaining and/or educational ways. It tells Canada about itself. Canadians need to know who they are and where this country came from. 3. It is a unifying force for Canada since it tells stories about all parts of Canada... geographically, historically, socially. As such, it is also a positive force for change. 4. It serves as an ideas forum, where ideas of all kinds can be presented in a balanced way, as food for thought for inquiring minds.

Gregory A. - Saskatoon, SK

The CBC matters to me because you preserve our national identity.

Jacob R. - La Salle, MB

The CBC matters to me because all strong democracies have a national radio.

Sandra B. - Elmira, ON

The CBC matters to me because... It keeps me up to date on all events in Canada. All other news stations update you on events happening in TORONTO. Other radio



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and TV stations broadcast news from downtown Toronto I guess that is the centre of Canada. I do remember you PROMISING millions would be given to CBC over a 4-year span. Why have not they received any money yet? Once you promise something (money) to people they count on it to help them stay afloat.

Michelle N. – Amherstburg, ON

The CBC matters to me because... The CBC is our public broadcaster and in these times of misinformation and disinformation we need the CBC more than ever especially to counteract the junk coming from our neighbours to the south. The CBC provides a Canadian view of Canada and the world. Fund the CBC as promised.

John D. - Surrey, BC

The CBC matters to me because it is the glue that binds our very large and diverse country together. It helps promote Canadian content as well as Canadian talent. Today we are deluged with extreme, controversial, hateful and even conspiracy theories from various media outlets. We must keep our publicly funded National Media intact and fully able to compete with outlets funded by big corporations. Prime Minister I hope funding the CBC and ensuring its permanent survival will become your legacy. Thank you.

Maria D. - QC

The CBC matters to me because ... It is extremely important that Canadians have a publicly owned radio and TV station that brings in-depth coverage of news within Canada and around the world, that is of high quality.

Maggie H. - Cobble Hill, BC

The CBC matters to me because I want Canadian journalists, writers and other artists to reflect on the world. A healthy society seeks to understand itself in all its complexities. It is also important to support Canadian cultural workers to reflect and narrate our Canadian experiences. CBC needs support and funds to do the job well.

Hilary S. - Victoria, BC

The CBC matters to me because... I have CBC on the radio all day, from Radio 1 to Radio 2. I keep up with the news on the hour, and I listen to classical music every day, I follow CBC TV news at 6 because I like the reporters. They are knowledgeable and friendly. All the programming is Canada oriented. I like The Current, the Metropolitan Opera, and Cross Country Check-up. The programming on TV I appreciate are the Canadian ones, like Arctic Vets, Arctic Haulers, Nature of Things. I regret that Private Eyes has not returned. I can tell that CBC's funding



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has dropped. CBC recorded the New Music Festival in Winnipeg for many years to broadcast later. Now, NOTHING is recorded from here. CBC keeps Canada informed about Canada, for Canadians. No other broadcasting outlet performs in this way. Unless we keep this going, we will lose our unique identity and will become more Americanized. Horrors!!!!!! If other countries can support their broadcasting firms adequately, so can we.

Sister Josephine C. - Winnipeg, MB

The CBC matters to me because I want to hear news and programming that is informative, well-researched and inclusive. I especially value the radio programming and The National.

Linda G. - Barrie, ON

The CBC matters to me because... It is an essential service. It unites the country. It simply makes my day. It has great journalists and programs, but they can't carry on the show without government support. A national broadcaster should not have to survive by selling its soul to business. Please take this seriously and support the CBC fully.

Patricia C. - Cranbrook, BC

The CBC matters to me because. it is the ONLY pan-Canadian media that helps Canadians from all parts of our vast country get to meet and learn about each other. Ratings of the TV are not relevant because of the elephant next door. International take up of CBC shows is the important measure. Canada needs to have a media outlet that actually has a brain compared to other commercial schlock. The CBC is not perfect - too many wee egos in the shop - but it punches above its weight.

Ken F. - Guelph, ON

The CBC is my daily companion because of the quality of its programming. It does so much to bring the country together, from sea to sea to sea. CBC matters to me because it has stood the test of time with programmes of depth, vision and humour - a remarkable and much needed mix.

Muriel S. - Winnipeg, MB

The CBC matters to me because... It is something that all Canadians should be able to access. The cuts to CBC over the years have resulted in quality of broadcasting and scheduling. It is my concern that the cuts will continue, when the government should continue to support it. Over the last 20 years since the conservative starting cutting huge amounts of the funding, I have really noticed the lower quality and decreasing number of new shows. We are now relegated to watching or hearing



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the same show at least twice a week and sometime 3. This is inexcusable. Regards,
Frank Zarboni.

Frank Z. - Orleans, ON

The CBC matters to me because... It's Canada's heart.

Marjorie H. - West Vancouver, BC

The CBC matters to me because... I have listened to CBC my whole life. I don't know of anything that could take its place.

Barbara J. - Nanaimo, BC

The CBC matters to me because it is not beholden to special interests. A broadcaster that focuses on unbiased information is what it takes to enrich democratic life in Canada. The use of tax dollars from the public purse is the best hope for our democracy. I appeal to our governments to always invest in our socially and politically important public broadcaster, the CBC/Radio Canada.

Colin S. - Montreal, QC

In a media field RIFE with misinformation (deliberate and otherwise), we need a strong, well-funded CBC more than ever. Because CBC is a public broadcaster, it does not have to rely on click bait headlines, shallow reporting and shoddy journalism made for short attention spans. I believe that the CBC has a critical role to play in our democracy and I hope that the federal government will give it more than just lip service in this budget. Thank you kindly!

Hope H. - Victoria, BC

I've watched CBC for over 50 years and enjoyed the quality and integrity of their programs. When it came to news broadcasts they were on top of the ladder, producing eminent broadcasters like Peter Mansbridge. A government saves money by getting rid of thrash not by chopping the good or great ones.. Please save this station so our grandchildren can enjoy what we did. Thank you.

Daya C. - Mississauga, ON

The CBC matters to me partly because I worked at Radio-Canada and the CBC in Vancouver and Toronto for many years as a technician. The CBC Broadcast Centre in Toronto first went to air in 1993. The CBC engineers' technical innovations were five years ahead of everyone else, including Japan. They introduced and took the world from analogue to digital technology. Someone else wrote the following and I agree with the sentiments expressed. For 85 years, CBC/Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to



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coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate, and illegal content streaming across our border, Canadians need the CBC more than ever.

Richard S. - Pemberton, BC

The CBC matters to me because... It is a great value for my taxes. Better news and talk radio than the private sector can deliver.

Albert S. - Victoria, BC

The CBC matters to me because... I trust them more than any other news outlet and I enjoy their arts, science and drama programming. I listen to the radio off and on during the day and watch evening news and programs.

Robert S. - Calgary, AB

The CBC matters to me because... we need an INDEPENDENT voice free from LIBERAL INTERFERENCE a service that will hold politicians feet to the fire A service that will expose business corruption A service that will expose oligarchs A service that will listen to and help the little people A service that can build the peoples trust in an unbiased press and get away from the perception of "fake media" The CBC has fallen from a service of trust and it has to build it back that trust or get out of the way. It has to shed its reliance on money from business via commercials.

David W. - Delta, BC

The CBC matters to me because... it ensures we have Canadian content. It ensures I get local news, and Canadian news. It supports the Canadian Arts, in song, dance and acting. It shares life from the North, and the beauty and spirit of the East coast and the wonder of the Western shore. Give me Anne from PEI and Nick from BC. Tell me stories about growing up in Newfoundland. Share the glorious scenery of the heartland. Show me what it is like to run a small shop in a big city. The CBC is a precious resource that must be maintained and supported and given the \$\$ value that is worthy.

Kathy B. - Winnipeg, MB

The CBC matters to me because it is the only source of a vast range of primarily Canadian created, composed and performed music. It has introduced me to a huge number of Canadian musicians who rarely if ever are heard on other radio stations. Radio 2 has opened my ears and mind to other musical styles, different interpretations of very recognized tunes, and intelligent commentary on the artist and his/her life, and the music. This is particularly noticeable with the classical



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music programs where historical context, if it impacts any aspect of the music's creation or the composer's life or music is expanded. It has also reintroduced me to music I'd almost forgotten. I totally love the commercial free programming that allows the listener to focus on the music and the researched comments without the volume pumped crass sales pitch from the advertisers. CBC 1 is one of the very few unbiased news and information networks available. Very in-depth discussion, interviews, and probing interactions led by smart, intelligent professionals. A most pleasant change from the babbling of many pseudo news stations. The CBC is a beacon intelligence, enlightenment, and connectivity in the muck and mediocrity of today's radio media. Please do not degrade the CBC. It has been a major connective to our vast country

L Scott J. - Burlington, ON

I want to make sure the government keeps its promise to bolster the CBC budget by \$400,000,000.

Raffy D. - St Catharines, ON

The CBC matters to me because... No matter where I am, how old I become and life changes, CBC radio is my touchstone to Canadian affairs, the arts, global affairs, philosophical considerations and everything else of importance. As an immigrant over fifty years ago, in a remote part of Arctic Canada, CBC radio gave me a sense of where I was and who I was as a Canadian citizen. I can't thank CBC programming enough.

Don M. - Duncan, BC

The CBC radio in particular matters to me because I do not subscribe to cable so it is my primary source of news, both local and national. I also enjoy many of the programs throughout the week - they inform me about Canadian issues, talent, books, and such, and also give me a much-needed laugh from time to time! There is no better source for showcasing Canadian content and what it means to be Canadian! Over the years I have noticed more and more repetition throughout the week. Please increase funding so that what little is left of programming can be maintained and new programming developed - both for radio and TV. I implore this government to not allow our unique Canadian flavour to be absorbed into the American morass!

Debbie D. - Victoria, BC

The CBC matters to me because... it's our Canadian national broadcaster & we as citizens of Canada are honoured to have our say and participate in what we wish to communicate to others from different regions of our huge country.

Latifah B. - Langley Township, BC



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The CBC matters to me because... it constantly brings our country together!! Where else am I going to hear about an honour market in Vancouver Island, and an amazing new band out of Newfoundland on the same morning ? I love my CBC!
Susan M. - Kelowna, BC

The CBC matters to me because it stands up for Canada and all things Canadian
John S. - Kitchener, ON

The CBC matters to me because I like to hear the truth - even if I don't like it. I know that with CBC I will get honest reporting that is supported by facts and will show all sides of a story / event. When discussing issues that I've heard/seen on CBC, it is easy to see that there are many misinformed people that use other ways (unworthy sources) to get their news. I can trust what I learn from CBC. I do not worry that the information is warped due to being owned by another entity that is paid to tell a different version of the truth. CBC is Canada!
Dawn D. - Calgary, AB

The CBC matters to me because, as a Canadian institution, Canadian identity and culture are declared and promoted. In these desperate times of massive misinformation and outright lies, truly Canadian broadcasting is required more than ever!!
Penny O. - Burnaby, BC

The CBC matters to me because big stories such as the series of trucker convoys are much more complex than I knew with significant funding from the United States and the Republican party. I would not have known that without the CBC. The fact that the fragility of Canadian democracy is linked to the fragility of American democracy means we need to support Canadian journalism and the CBC to stop the spread of misinformation.
Michael W. - Calgary, AB

The CBC matters to me because... when I tune in everyday I feel connected to my fellow Canadians and what is happening in our world. I learn about music, history, world events, community issues. So, so much... in our world where a lot of information is in silos it is such a relief to have the CBC to connect us.
Sandra S. - North Vancouver, BC

CBC radio matters to me because it provides good music, classical, at least part of the time. Because it doesn't have commercials - I hate commercials. I hate the everlasting emphasis on the economy, on profit, on money. I watch a lot of CBC television - the broadcasters are believable; they're not show people, and they



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seem to know a lot about their subject matter. And there are women! I'm 80+ and started hearing/seeing the CBC when I was still in public school - because my father and mother wouldn't tune in to anything else. Please: pay attention to the petitions you're receiving in support of maintaining and increasing CBC services. It's very important for the government and us citizens to have a balanced, clear, readily available voice.

Margaret S. - Carleton Place, ON

The CBC matters to me because... It is our national broadcaster and should be well funded by our national government to provide quality programming and news unaffected by the sway of sponsors. I listen to CBC radio and watch CBC television exclusively. I am Canadian.

Margaret H. - Saanichton, BC

The CBC matters to me because... we need a unified voice from coast to coast to coast - to report the true and honest news, as they happen, to the citizen of Canada! We DON'T want advertisements on the radio during the presentations or ever afterwards. We need Canadian culture, not US culture. We need world news and world culture, no US We need more high-class content and less of the run-of-the-mill, ordinary stuff in order to elevate the listeners of this country.

Anu-Edith E. - Duncan, BC

As a Canadian I expect to have a broadcast network that shows me the country and the world from a Canadian viewpoint. I don't want a Toronto fixated station or god forbid an American rebroadcaster. The CBC matters to me because... other networks are broadcasting American material and I think we have some very talented people here that can create good Canadian stories. It costs money.

Colin C. - Langley, BC

The CBC matters to me because it is an essential part of our collective DNA.

Robert G Y. - Mississauga, ON

The CBC matters to me because, as an older widow who lives alone, CBC Radio is my faithful and often inspiring daytime companion, and The National on CBC television is my evening source of news that I trust and CBC 100 in BC is often a source of entertainment as well. I especially love The Current and q as well as Cross Country Checkup and the local weekday morning show, the BC noon hour show, and North by Northwest on weekend mornings. It is imperative that the government fulfill its promise to raise the CBC's annual budget.

Marianne H. - Qualicum Beach, BC



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The CBC matters to me because it is the only non-commercial, intellectually informed source of information and entertainment for Canadians. It helps us become better citizens, better voters, and better residents of the world. It also provides creative humour, story-telling, and arts education when we need to enhance our lives with input other than the merely factual. It is (and has been, in the past) a source of great pride to me and my family -- four generations so far -- and is recognized around the world for its contributions to the quality of Canadian life. If not for the CBC, Canada would be inundated by American media input and, inevitably, would lose our uniqueness in the world. As you know, the Conservative Party of Canada opposes adequate -- or any -- funding of the CBC for these very reasons. The Liberal Party of Canada, by contrast, has recognized the vital importance of the CBC in its policy statements. It is now time to back that recognition with the funding necessary to allow the CBC not only to continue, but to thrive.

Laurie S. - Victoria, BC

I rarely listen to any other radio station than the CBC. Programs of the quality of Ideas, As It Happens, Tapestry, Unreserved, White coat/Black Art and The Current are just not to be found on the private stations. We need more of these and fewer re-broadcasts; that takes money. I listen less often to CBC-TV, because I cannot stand the number of commercials. The network should not have to depend upon commercial revenue; I would happily buy a subscription to help fund a commercial-free CBC-TV, but my Federal government needs to step up too and make this possible. Please stop playing weak lip service to our national broadcaster and put up the money to make it great!

John M. - Salt Spring Island, BC

The CBC matters to me because... in a time when organized groups are attempting to overthrow elected governments and sow division in our land, the CBC stands alone, bringing the wonderful entity that Canada has become to our people. The CBC is still bringing Canada to Canadians, a vital service in these dangerous times.

David G. - Saskatoon, SK

The CBC matters to me because... The CBC, radio in particular, is a source of truth telling about our culture and general education about Canadian values. With such a large country and with various cultural viewpoints we need a voice to make evident our Country's aspirations.

David. M. K. - Vernon, BC

The CBC matters to me because it connects me with people and interests from Coast to Coast to Coast. It unites and informs us all and at the same time provides



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enjoyment. It would be very difficult to imagine Canada without the CBC. I have felt this way for many years/decades as I listen to CBC Radio One on a daily basis and rely on it for providing correct broadcasting. (I don't have cable so just listen - mostly to the news and interviews. The Government of Canada must step up to the plate and finance CBC. It is in everyone's interest regardless of political parties.

Lynn B. - Nanaimo, BC

Funding for the CBC on a per capita basis has not been this low since 1961. Canada is at the bottom of the pile of OECD countries when it comes to CBC funding per citizen. Our country is being invaded by misinformation and disinformation taken straight from the Trump playbook, polluting our democratic discourse. The antidote is simple: quality Canadian news and information and Canadian storytelling that reflects who we are. That sounds like a job for the CBC. The Liberal government has promised more funding for our public broadcaster. I expect them to keep that promise.

Dale M. - Port Alberni, BC

The CBC matters to me because... It keeps me informed and connected with of what is happening in Canada and around the world. CBC presents news and events as they happen without a bias opinion.

Linda T. - Meaford, ON

The CBC is one of the few national institutions that reaches all Canadians, from coast to coast to the northern territories, in English and French and Inuit. It creates community and a sense of belonging in this big nation, bringing us together in a time that is divisive and challenging. So much opportunity for constructive communication! Please fund the CBC properly, as was promised.

Tom P. - Courtenay, BC

The CBC matters to me because it unites us as Canadians. Considering the vastness of this country and all the misinformation, discourse and division currently being sowed, a counter message of unity is especially important. Additionally, I believe it's imperative to a healthy democracy to have a local and national perspective in news that is not tainted by political or corporate interests.

Bev H. - Edmonton, AB

The CBC matters to me because it is the glue that keeps Canada together. Its programs connect me with citizens through the country. Its programs keep me abreast of happening both national, international and local. Its programs connect me with ordinary Canadians doing everyday things. It keeps me sane and makes me proud to call Canada my home.

Janne P. - Harrison Hot Springs, BC



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The CBC matters to me. For 85 years, CBC/Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate, and illegal content streaming across our border, Canadians need the CBC more than ever.

Carl S. - Red Deer, AB

The CBC matters enormously to me because it is the only broadcasting platform in Canada, and one of precious few in the world, that is not beholden to commercial interests...and so can provide unbiased, verifiable information from a wide variety of political and cultural sources. In this era of anonymous, unverified fake news and false representations, the CBC is essential to Canadians, and should remain a well-funded beacon of truth-telling...no matter how varied those truths are, from cultural group to cultural group, and from region to region in the vast territory that is Canada. It is also the only one, to my knowledge, that fosters the arts in the way that it does... reflecting cultures that represent the inclusive mosaic that Canada prides itself on being. Long live the CBC. Fund it properly please!

Norman D. - Winnipeg, MB

The CBC matters to me because... Our family relies on the CBC every day to keep us informed about local, provincial, national, and international issues. It keeps us connected from coast to coast and between to our fellow Canadians. The teams who deliver such first rate programming are professional, intelligent, people who we can rely on to deliver up-to-date, relevant and honest programming, with the help of competent support staff. News coverage is the best in the world, and one of the reasons I am proud to be Canadian. I don't know what I would do without the C.B.C. It is my lifeline to our country and the rest of the world. It is entertainment and journalism at its best! Do all you can to keep the C.B.C. alive and well!

Sandra D. - Robson, BC

The CBC matters to me because... The CBC matters to me because... *Simply, in our household we have an incurable addiction to CBC radio and TV and we kindly ask our compassionate government to continue and increase the funding of our addiction to avoid contamination by private broadcasters. *Canada gets heard through CBC podcasts worldwide: We know for a fact that CBC's popular podcasts have brought highly qualified immigrants to Canada. * CBC is there when we need it: thanks to CBC's terrific broadcasting on everything covid19, Canada has a high vaccination rate and therefore we feel safer here than anywhere else.

Tjarda B. - Red Deer, AB



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The CBC matters to me because... it tells Canadian stories and it connects all Canadians. I have been listening to the CBC my whole life, it is an important and essential part of my day. We need to support it with more funds, not less.

Beverley R. - South Bruce Peninsula, ON

The CBC/Radio-Canada matters to me because it has served Canadians and in other parts of the world for many years with news one can trust and good Canadian programs. It is what can bind Canadians together by showing us who we are and how worthy we can be. CBC/Radio-Canada is now in need of more funding to carry on its mission and the present federal government should keep its promise to provide that funding.

Laurent G. - Edmonton, AB

The CBC matters to me because... I believe in the news programs and in their investigative reporting. I have watched CBC for about 60 years. Couldn't do without it. We must support our television station.

Barbara M. - Toronto, ON

The CBC matters to me because it is a nation-wide public broadcaster. It is very important that all media does not fall into private ownership so that profit and advertising do not determine all content. It is also very important to have a nation-wide broadcaster because that knits the country together. Public broadcasters in other wealthy countries all get more per capita in funding than CBC does. As a 64-year-old who has listened to CBC for decades, the lower funding in place now is painfully obvious to me. Repeat shows should not be the norm and they are. The CBC is precious. Treasure it and fund it accordingly.

Jane W. - Victoria, BC

The CBC matters to me because it provides consistently excellent reporting and coverage of all that's important to me, my family and our community. The radio is my constant reliable companion. CBC is beyond comparison to private broadcasters and internet social networks. CBC makes Canada a nation of well-informed people. Other news and entertainment services are only there to lure us to buy their products. CBC works for a better Canada for all.

Ian C. - Victoria, BC

The CBC matters to me because... CBC is an integral part of Canadian culture.

Judy F. - Victoria, BC

The CBC matters to me because... reliable, quality journalism * it reflects Canada's cultural identity & perspective locally, provincially & nationally in the news, arts &



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sciences * it allows citizens an opportunity to have our voices heard on many issues

* It helps Canadians examine our culture & government, providing positive, honest, and/ or negative feedback publicly

Gail S. - Kitchener, ON

The CBC matters to me because... it provides me with news from a Canadian perspective, that is well researched and trustworthy. CBC also provides me with insightful interviews on such programs as the Current and As It Happens. Please keep up with adequate funding to keep our public broadcaster healthy.

Murray E. - Campbell River, BC

The CBC matters to me because... CBC has been my important Canadian Public Broadcast Station to give me news, events, about Vancouver, BC, Canada, US and the World for over a half century since I immigrated to Canada. CBC has kept great Journalism to inform me everyday on radio and TV. CBC is one of important Canadian Democratic Institution and keep Canada together from Coast to Coast to Coast.

Megumi A. - Vancouver, BC

I am very much hoping to see increased funding for the CBC in the next federal budget. I don't think the CBC is sufficiently appreciated for what it contributes to this country, and I very much fear if we fail to invest appropriately in it, we won't find out just how valuable it is until it's too late to save it. Funding for the CBC on a per capita basis is lower now than at any time since 1961. Embarrassingly, we are at the bottom of OECD countries when it comes public broadcasting funding per citizen. This is happening at a time when our country is being flooded with misinformation and disinformation taken straight from the Trump playbook, putting our democratic institutions at risk. These past three weeks offer a case in point. Ottawa has been under siege, and our trade relationship with the US has been threatened by blockades at important border crossings. These initiatives have been led by ill-informed people, funded substantially by American reactionaries. We have never needed a strong public broadcaster more than we do right now. We need quality Canadian news and information and Canadian storytelling that reflects who we are. This is clearly a job for a public broadcaster whose prime directive is to inform Canadians. Private broadcasters' agendas are always at the mercy of owners and shareholders, whose prime objective is to make money. That leaves them more apt to pander to whatever stories earn the most, rather than the stories Canadians need to hear most. I came to Canada as an immigrant from the US 54 years ago. I'm old enough to remember the difference between news media in the US and the CBC. I don't want to go back to a model where profits dictate programming. And I want to know that I can keep count on the CBC for the kind of news and stories



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that I have come to value. The Liberals promised more funding for our public broadcaster. I expect them to keep that promise.

Katherine M. - Victoria, BC

The CBC has been a big part of my life for the last 50 years, ever since I moved to Canada. I rely on it for its excellent news coverage and for Canadian shows that entertain while showcasing specifically Canadian memes, culture and geography. The CBC helps us all stay together, understand each other, even when we disagree, and it keeps disinformation and malicious fake news at bay. There are some excellent journalists working at the CBC, real people you can relate to, and our country would be the poorer if there were fewer of them, or if the CBC were not able to hire the best. To do what it does, and hopefully to improve on what it does, the CBC needs government support: please make sure it continues to foster our sense of national pride by making sure the CBC is properly funded. Thank you
Brian G. - Calgary, AB

The CBC matters to me because... We, Canadians in general, need a reliable source of information that is honest, factual, reliable, and serves Canadian interests - not super rich elites, and particularly not American interests. We need CBC as the media of the common people of Canada, presenting the works - whether news and documentaries, or the arts. It should be well-funded with tax \$, and not dependent on advertising \$. We certainly can not trust private media, and especially not American - or other foreign - media to do what a well-funded CBC will do.
Bryan H. - Winnipeg, MB

The CBC matters to me because... it's the only thing that ties this country together socially culturally politically fantastic indigenous programming global coverage of international innovation discoveries art science unbiased political coverage no reason for me to be in Canada without the CBC without a public broadcaster nothing the CBC creates would exist in Canada just as unregulated market capitalism could never manage climate change commercial media could never sustain cultural climate change
Andy N. - BC

It provides our stories. From an analysis of current affairs on the Current to the rigour of Ideas, the humour of the Debaters and As It HAPPENS and the curiosity of Under the Influence and White coat black art the CBC is providing some of the best radio out there. Let's put the funding in place to protect this national treasure, Olympic coverage with some of the best former athletes as hosts is the best out there. Stable funding is what we need to increase the of the diverse CBC programming. Let's work together and create a CBC that other is vibrant pieces of Canada and around the world.

Peter B. - Oakville, ON



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The CBC matters to me because... it reports relevant Canadian content
Fred J. - Prince Rupert, BC

The CBC matters to me because... we need a radio station which is truly Canadian and CBC Canada gives us that. It has diverse programs for all tastes and we cannot afford to lose it. Both their musical and talk/ information shows are informative to what is going on in Canada and the world.
Elizabeth R. - Brookside, NS

The CBC matters to me because. It provides quality journalism, and needs to be protected as our public broadcaster.
Justine M. - Surrey, BC

The CBC matters to me because... It has informative Canadian news content along with a world view of what is happening. Because it airs Canadian artists with Canadian hosts including Aboriginal Canadians. However, even though each province can tailor some programming to their provinces unique preferences and interests, due to lack of enough government funding too many repeat programs have to be aired.
Elizabeth W. - Shawinigan Lake, BC

The CBC matters to me because... It's the best national radio covering local national and international news and entertainment. Second only to the BBC.
Richard L. - Mohone Bay, NS

The CBC matters to me because it's important to hear views on issues from people who have diverse political, social, religious, and cultural understandings. The CBC presents unbiased, factual reporting about events happening around the world.
Hilda V. - Saskatoon, SK

It's astonishing that Canada's national broadcaster, the CBC, is not funded properly. This organisation helps glue us together as a nation, and helps raise our voices and identity. We need a strong, well-funded CBC.
Rob F. - Barry's Bay, ON

To create and maintain an environment where democratic institutions are not overwhelmed and threatened by fanatical groups an alternative to click-driven corporate bottom lines controlling the narrative must be supported. We have already seen the erosion of the CBC over the last decades as it seeks alternatives to public support and has had to reduce staff. Give citizens a source of reasoned thoughtful coverage of events and controversies. Fully fund a source of truth.
Mark O. - NS



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Every free and democratic country has a national broadcaster that is free from government and corporate spin and influence. In these trying times, it is important to have a voice that informs Canadians with facts and balance. We absolutely cannot afford to have such Faux News as Fox “news” in Canada stoking the flames of division and spreading lies as we see in our neighbour to the South. CBC is the one news organization that is trustworthy and supports Canadian content. They provide stories not just on the news of the day, but also on local stories, arts and culture. Without the CBC, Canada is under the pressure of mega-corporation advertising news and entertainment conglomerates. I couldn't imagine Canada without the CBC, just like I couldn't imagine Canada without hockey. It is that much a part of our identity. Please keep funding the CBC.

Robert R. - Coquitlam, BC

The CBC matters to me because... CBC is Canada's connecting lifeline. It's democracy in action, it's communication that informs and ties this vast country together. It's a treasure that is more valuable than money, but ironically requires it to survive.

Rhoda R. - LaSalle, MB

The CBC matters to me because... as a country we should be ensuring that Canadians not only have a voice but that this voice reflects ideas from all regions of this vast country. During these times of misinformation and social unrest, it is more important than ever that we have insightful and unbiased reporting from professional reporters. At present the CBC falls short as evidenced by the excessive repeats (CBC radio) and filler “human interest” blogs. This is a clear indication of lack of financial resources. I am willing to pay more tax for an excellent CBC.

Penelope C. - Toronto, ON

The CBC matters to me because we need a network with a national identity for all Canadians. We need to increase funding to allow stories from all corners of this country to be told. We need a political voice that tells the truth, no matter who is in power. A non-partisan truth teller holding those in power to account. Ignore the Conservatives never ending battle against truth and honesty. Keep CBC going and grow its mandate and its ability to reach all here in Canada and the world.

Larry L. - Waterloo, ON

The CBC matters to me because... It unites Canadians

Christopher W. - Brownsburg-Chatham, QC

The CBC matters to me because... our national stories and news are all we



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have. How can Italians afford 6 times the amount Canadians pay for the national broadcaster? It's an embarrassment on Canada that we behave like a third world country on our national broadcaster.

David G. - Toronto, ON

It is pretty obvious that the growing hate and misinformed movements are getting their information from questionable media. Although those on the very far right can't be budged by CBC information, there are millions who could fall either way. Experts say the only answer to stop the craziness is to reach those leaning towards radical thinking but have not actually taken the leap. As is evidenced in call in shows, many of those people listen to CBC, watch CBC television, or get their information from CBC.ca. By increasing the funding for CBC, you are investing in a more peaceful society.

Dawn H. - Chester, NS

The CBC matters to me because our diverse and widely spread population needs to know that its many diverse views will be included. To foster an inclusive society in Canada must support the CBC with more not less funding.

Barbara L. - Toronto, ON

The CBC matters to me because it is the lifeline for our country. We have the giant next door and the CBC keeps us in touch with our culture's uniqueness in the face of all things American.

Cathy B. - Toronto, ON

The CBC matters to me because... For 85 years, CBC/Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate, and illegal content streaming across our border, Canadians need the CBC more than ever.

Gabor J. - Regina, SK

The CBC matters to me because... I value our Canadian content. Please don't take away one of the few things remaining Canadian.

Arlene M. - Oshawa, ON

The CBC matters to me because...I listen to CBC radio every day and have no TV It is how I know what is going on in the world It educates me

Janet E. - Sackville, NB



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The CBC matters to me because... I believe in a national broadcaster that is not owned and influenced by big media! I like to see balanced new stories, not ones that have been twisted to fit the needs of the owner of the broadcasting station. The CBC is our national identity and much like 24 Sussex Dr. it needs to be funded, nurtured and maintained! Please! Don't let the CBC fall into the miserable state that is 24 Sussex Dr.

Craig R. - Ottawa, ON

The CBC matters to me because... The CBC is Canada's voice to ourselves and to others. It helps bind this country together.

Judy M. - North Saanich, BC

CBC is the voice of Canadians across the country bring us awareness of our common concerns, history and strength. My family, friends and I rely on CBC for news and insight about the world today. Please support this truly Canadian citizen's lifeblood!

Caryl B. - Brandon, MB

There is no sensible Western nation without a public broadcaster so it is only sensible to fund the CBC properly so that it can do its job of weaving the country together. No commercial broadcaster can do this, nor would we want any of them to have that much of a grip on our media from coast to coast to coast. The CBC is essential. Period.

Ruth B. - Chesterville, ON

The CBC matters to me because it has always been with me as I've travelled and lived in different parts of Canada. I could count on excellent news coverage locally and nationally. It was always comforting to hear familiar voices and interesting topics. I love As It Happens, Unreserved, Tapestry, Ideas, Sheila Rogers and Cross Country Checkup. Great news, great programming and no commercials.

Deborah B. - Almonte, ON

The CBC is truly a national institution, one of few, that attempts through its programming to help us understand different regional points of view, thereby strengthening national ties at a time when democracy is under threat. Starving the CBC impinges on its mission and, ultimately, on our ability to maintain "peace, order and good government." Its news service, particularly radio news and information, is a beacon whose light should be broadened not diminished.

Michael B. - Toronto, ON

The CBC matters to me because we are, based on the last weeks in Ottawa and



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across the country, subject to foreign interference, false issues and hate groups, like white supremacists, evangelical anti-Christians and conspiracy theorists whose goal is to damage our democracy. We do not respond to these influences normally, but we are being duped into thinking that legitimate protests by people who are tired of the pandemic are just that.

John M. - Oakville, ON

The CBC matters to me because it has always been with me as I've travelled and lived in different parts of Canada. I could count on excellent news coverage locally and nationally. It was always comforting to hear familiar voices and interesting topics. I love As It Happens, Unreserved, Tapestry, Ideas, Sheila Rogers and Cross Country Checkup. Great news, great programming and no commercials.

Deborah B. - Almonte, ON

The CBC matters to me because... For 85 years, CBC/Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate, and illegal content streaming across our border, Canadians need the CBC more than ever.

Chao Y. - Regina, SK

The CBC is the glue that binds our country together, creating a nation out of disparate communities by providing all citizens with consistent, fact checked, and reliable information, provocative and insightful commentary, and internationally acclaimed entertainment. The integrity of the CBC matters to me and countless others. Our national broadcaster deserves to be defended and properly funded. Keep CBC radio commercial free, and enable it to remove ads from its public service tv programs.

Janice B. - Port Hope, ON

The CBC matters to me because... In this day and age where the influence of social media is vast, growing, potentially very harmful, disruptive and uninformed, Canadians need a reliable and professional source of daily news - be it the National or local news coverage - to help keep them grounded and properly informed on the issues the matter most to us. In addition, we need our Canadian artists, documentaries and fact based programs (e.g. the Nature of Things) protected and aired to ensure our unique Canadian interests and footprint are protected in this increasingly competitive global village.

Sandy D. - Brampton, ON



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How can the CBC get back to its basic mandate? Canadians do not need another pop music station - we have those all over the dial! I expect more from our publicly funded broadcaster. I remember when there were two CBC symphony orchestras, one in Toronto and one in Vancouver, and the CBC broadcast their weekly concerts. Now apart from Julie Nesralla's Tempo, and Saturday Operas, that's it. Even Ben Heppner's program is now gone. It is very sad.

Dr. M. Anne W. - Grand Bend, ON

The CBC matters to me because it is the only truly national media that we have that represents Canadians for ourselves. CBCTV covered winter sports that other stations didn't care about back during the Crazy Canucks era through current track and field. I can't imagine a commercial radio station producing The Dead Dog Cafe or Stuart Maclean's classic stories. The quality is high and I have been watching and listening since I was a teenager. It is the only news I trust. All of this with constantly decreasing funding. The decades long "death by a thousand cuts" has been most worrisome, and the seeming hatred of public broadcasting by Conservatives remains scary. The loss of local news stations was a huge loss to a large country. The CBC needs to be valued and funded at the level of the BBC.

Lynn G. - Hamilton, ON

I have grown up listening to CBC. I'm almost 69. I cannot sit idly by while the possibility of a national institution could fold under budget constraints! I was first "turned on" to CBC radio by a Grade 6 teacher who utilized programs in our social sciences studies. Later, as a young adult, Peter Zawski (apologies for misspelling?) held my attention and helped me define my Canadian Identity. Now I watch Rosemary Barton with pride. We are both former Winnipeggers! In this global stage of co-operation, it is vitally important that Canadians maintain their sense of proud identity, not melted into the USA persona that seems to be encroaching. Genuine national broadcasting is key.

Rae S. - Brandon, MB

The CBC matters to me because... In a world endangered by limited knowledge and willful misrepresentation, we need the considered discussion on such CBC programmes as "As it Happens" and "Power and Politics." We are increasingly endangered by versions of the world that do not respect fact or integrity, or civil discourse, and that show little support for the aspirations of Canadians to reflect intelligently on their own world. We need CBC as a voice for sanity and self-reflection.

Dennis C. - Winnipeg, MB

The CBC helps tie Canada together with specific programming designed to do that.



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It should be able to do it with excellence and independence.

Dale T. - Richmond Hill, ON

The CBC matters to me because... CBC ties our country together - a Canadian voice in an environment where foreign voices predominate. We need CBC to be stronger than ever to prevent the polarization that characterizes so much of the world. It's a balanced medium that gives us a sense of what it means to be Canadian. It needs the increased funding that has been promised.

Brian M. - Saskatoon, SK

The CBC matters to me because I want to get accurate and objective newsworthy information about Canada provided by Canadians as I have since I began listening as child. Also, I do not want to see our public broadcaster being pulled into the vacuum of opinionated political rhetoric such as is happening in stations south of the border.

Dale K. - Carp, ON

For five decades I have relied on the CBC to provide me with a balanced and detailed understanding of national and global events. No other broadcaster fills this role. In an online world soaked in animus and triviality, a strong national broadcaster is more important than ever.

Allister N. - Montreal, QC

During the last federal election, the Prime Minister promised \$400 million over four years for the CBC. In advance of the 2022 budget, I join with Canadians from coast-to-coast-to-coast to remind the government of this important commitment. We have a profound attachment to our national broadcaster – a remarkable media company that's mandated to serve all Canadians. At home, work and mobile, we tune in day and night across six time zones – from linear radio and TV to online audio and video streaming services. Along with trustworthy news, we count on the CBC for our connection to language and place – reflecting our cultures, perspectives, and shared experiences – our unique realities as Canadians. We're proud too of the international success of CBC shows – Canadian-told stories that resonate near and far. What a treasure – but the CBC needs the kind of help the Prime Minister recognized during the last federal election. Today is a great day to make that happen.

Neil C. - Almonte, ON

The CBC matters to me because... It's the most reliable, smart, curious network here. It is uniquely Canadian Without it, we are left with primarily US tinged reporting.

Sandi R. - Dundas, ON



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The CBC matters to me because it provides regular and reliable news, credible analysis and entertaining programming in English and French.

Paul F. W. - Saint-Paul-d'Abbotsford, QC

Regardless of our political leanings, Canadians can share one thing in common from coast to coast to coast, above anything else, the CBC, whether it's on the radio or on TV... or GEM. I love learning and hearing about and from Canadians, from across the country through the stories we share with each other.

Miguel H. - Toronto, ON

The CBC matters to me because... It covers the whole country, it is independent of big money influences, it tries to be impartial, it has no government leanings, and we need it in the face of the infiltration of media by far-right, and conspiracy theories.

Hilda G. - Toronto, ON

The CBC matters to me because... The CBC is the glue that binds the country together, we learn about every area of the country and the viewpoints and concerns of citizens in each region. The CBC needs strong backing and funds to keep up the investigative journalism that alerts us to issues that need addressing, such as the Panama papers and corruption which must be stopped. It is crucial to our economy and to the betterment of our way of life that the CBC has the means to continue its important work.

Nancy R. - Toronto, ON

The CBC matters to me because... I am given education on fascinating subjects all day long. I learn about events and people and science and literature and politics and music. I know everything that is going on in Winnipeg, especially positive things. CBC develops talent that is such high quality. No inciting and vicious ranting, taunting, swearing, suggesting. Rather we are given decent earnest communication. CBC television consistently produces world class comedy and drama that is inclusive in every way. CBC Radio is my best companion. Bravo! Keep up the good work. Thank you for our public broadcasting.

Karen R. - Winnipeg, MB

The CBC matters to me because... in these crazy times of fake news being disseminated and believed, we need more than ever reliable truthful information not tainted by American like politics and extremists who are trying to attack our democracy!

Mary O. - Binbrook, ON



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The CBC matters to me because... CBC has been a part of my life for over 80 years. I can remember listening to CBC radio long before there was television, and I have grown with CBC over the years during all the stages of a long and full life. I trust CBC, I depend on it for accurate information, and entertainment, and sports coverage every day and warm friendship. There is no other broadcaster that can compete with it. Its coverage of the Olympics is magnificent, and the news is always there and up to date by the hour. Great music anytime, with plenty of Canadian content. Great comedy, too. And it is not just for old folks like me, there is something for everyone on both radio and TV. And interesting and knowledgeable presenters reporting from all over the world. Please be generous with its budget, and keep it going for the younger generations to learn more about their own country. With as few “commercials” as possible.

Jane P. - Sutton, QC

CBC joins Canada coast to coast to coast. We can hear one another's thoughts. Important that it joins us.

Lorna G. - Picton, ON

The CBC matters to me because it is a gift that serves the unity of the nation in its diversity. I rejoice in the fact that wherever travel in Canada, there is a reliable source of information that is not jeopardized by corporate (or even, political) pressures that prevent the truth from being told. I rejoice in the fact that stories about Canadians in all their diversity are shared via the airwaves and through streaming and various platforms, allowing Canadians to have a sense of the variety and the giftedness and conditions of fellow Canadians. There is much more to say, but the bottom line is I want an effective amount of my tax dollars to undergird the CBC in its mission of telling Canadians about Canadians and telling Canadians about others in the global human family and in Creation. Cutting funds to CBC is like cutting digits off a hand, a hand off an arm, an arm off a body - crippling the body's ability to function effectively. Don't do it. Fund the CBC.

Rev. Dr. A H Harry O. - Ottawa, ON

The CBC matters to me because... When I moved to Canada 55 years ago at 30 Years old, CBC was my education to. Canada. It still is. Please protect this important rung of democracy.

Kitty D. - AB

I send this message to ensure that Budget 2022 contains adequate funding for the CBC. I hear how budget cuts to CBC radio have seriously affected what CBC offers now and the quality of their productions. I hear how the once proud and acclaimed CBC has become a sorry shadow of itself. I understand that funding for the CBC



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on a per capita basis has not been this low since 1961. This puts Canada is at the bottom of the pile of OECD countries when it comes to CBC funding per citizen. When Canada is being swamped by Trump style misinformation and disinformation, we need to counter this with quality Canadian news and information, Canadian storytelling that reflects who we are. In the last federal election, Justin Trudeau promised \$400 million over four years for the CBC. Where is Walking The Talk for this CBC funding? How about Budget 2022! Give us a Greatly Improved CBC that fulfills its public purpose with Budget 2022,
Onni M. - Vancouver, BC

The CBC matters to me because it is a national treasure. CBC radio is the only national radio broadcaster, and we get it without interruptions from advertisements. With more funding for CBC TV it would be the most watched TV if it was advertisement free.
Bev C. - Swift Current, SK

Why the CBC? Do you trust profit-driven corporations to give us the news that matters? To care when the bottom line is what matters to them, and not the soul of a country? The CBC matters because it is the stitching that brings the country together, coast to coast to coast to border, in English and French and First Nations' languages. It is the only media equalizer we have in Canada that reaches deep into the country's consciousness. It is the only option. Stef Caron
Stef C. - Toronto, ON

The CBC matters to me because... when I think of why I'm thankful to be a Canadian, the regular moments of CBC programing is near the top of my list. CBC/ Radio-Canada has been a part of my life for over 55 years. Just yesterday, I listened to 'Welcome to Paradise' Anna Marie Tremonti's podcast. The information about Covid is trustworthy and has kept those of us who listen to its message safe during the pandemic. There is no spread of misinformation, hate, and illegal content as that streaming across our southern border. Canadians need the CBC now more than ever.
Heidi F. - Calgary, AB

The CBC matters to me because it is the news source that I trust. I depend on the in depth coverage of news that matters to Canadians....
Cheryl L. - Toronto, ON

The CBC matters to me because... It brings he disparate parts of Canada together in a nonpartisan way. Stable base, safe haven.
Susan V. - Courtice, ON



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The CBC matters to me because we need truth in media

Tad G. - Trail, BC

Especially these days, it is vital that we have a national unifying voice that will promote cohesion and resist disinformation and divisiveness. Recent events have underscored the extent to which misinformation promulgated and spread by those who would incite adversarial positions and counterproductive agendas can affect our safety and our economy. We are grossly underfunding the CBC and this needs to be addressed.

Richard M. - Mississauga, ON

The CBC allows all of us, across this vast country or ours, to learn about what is happening here and around the world. We need the clear, incisive journalism of the CBC to maintain our democracy. We need the creative television and radio broadcasts to tell our diverse Canadian stories. The CBC is a national treasure that should be cherished, preserved and nurtured. I can't imagine life without it.

Holly K. - Toronto, ON

The CBC matters to me because it is the only radio station I have encountered that takes seriously its mandate to cover Canadian issues and Canadian culture while at the same time recognizing that as Canadians, we do not live in a bubble and need to stay on top of what is going on internationally. Programs like The Current, Sunday Magazine, Ideas, Cost of Living, the 6:00 world news and As It Happens keep me informed in a general way. Programs like The Debaters, Laugh Out Loud and even Under the Influence bring down my blood pressure, helping me to temporarily forget the many serious problems of our time. CBC has consistently offered up to the minute information (eg. the pandemic, recent anti-mandate protests, elections) with efforts to report difficult and conflict-inciting issues in as balanced a fashion as possible at a time many when people choose to get their information in 30 second news bytes than to dig deeper. Keep up the good work, CBC.

Loretta B. - Winnipeg, MB

The CBC matters to me because... We need a voice in North America!

Daulton P. - Ganges Salt Spring Island, BC

The CBC matters to me because it is a source of professional journalism and a source for stories about all Canadians.

Pat H. - Toronto, ON

The CBC matters to me because for years since I lived for a time in rural Saskatchewan, it was the media that united the whole country...and it still does...with



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accurate, informative, and inclusive news events and investigations that affect the life and work of our country. We are privileged to have a national broadcaster, and it must be funded properly to do its great job. Any small slip in quality is because of budget cuts, and it is essential to continue to support this national treasure.

Susan J T. - Toronto, ON

The CBC matters to me because... We need to have a broadcaster that supports all Canadians with truth and information that will keep us unified and working together for our beautiful country.

Laura G. - Victoria, BC

We are daily watchers of CBC and, especially, of the news. We depend on CBC to keep us abreast of unfolding Canadian events and also of international news. WE have noticed a decline in the quality of CBC's international coverage and we strongly suspect this is due to their inability to now fund such coverage. We strongly urge the Liberal government to keep its election promise and increase the CBC's funding by \$400.00 million.

Dr. Kirk B. - London, ON

The CBC matters to me because... It has good reporting which is the cornerstone of our democracy.

Loretta S. - Toronto, ON

The CBC matters to me because... Would you rather I watch FOX or just Netflix Do the right thing for the Canadian people not for large corporations. We could use a TV series that runs for 10 years here in Kelowna.

Bradley J. - West Kelowna, BC

The CBC matters to me because we grew up together and has been my most reliable source of news and entertainment from sea to sea to sea and deserves the maximum funding and most knowledgeable management in both official languages

Audrey J. - Mississauga, ON

It is crucial that we have a strong public national broadcaster that tells the stories of Canadians and communicates our dominant values of community, inclusion, equity, health, and peace - the values contained in our Charter of Rights and Freedoms. The CBC plays a role in our democracy - a huge role. I'm proud that over the years my tax dollars have supported the CBC and I want that support to continue to ensure we have a well-functioning public broadcaster for news, sports, and entertainment. I really am enjoying GEM and the many new programs the CBC is creating - including Diggstown and others. These shows are essential for



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communicating and maintaining our unique Canadian culture. Without them, we would be smothered in American content. We need a commercial-free (ideally) non-profit and PUBLIC news media. I rely on CBC to give me the real story. I need them to be there and I need for them to support the people who are reporting from around the world on things that matter to Canadians. Let's keep CBC strong and healthy. Thank you for listening!

Deedee S. - Halifax, NS

The CBC matters to me because it is the only National radio and television broadcaster.

Stephen L. - Markham, ON

The CBC matters to me because, as the saying went, "Canada lives here." I don't have TV, but CBC public radio is the only reason to listen to radio. Great journalists, smart dedicated people. But too many reruns because of years of budget cuts and the efforts of the Harper tyranny to shut it down. We need the CBC for honest reporting and for holding the country together, supporting indigenous language programming etc. yay CBC radio!

Alexander B. - Skiff Lake, NB

The CBC matters to me because... I enjoy the subject matter that is presented. I go to it first when I have the radio on.

Marilyn B. - Washago, ON

The CBC matters to me because our CBC Radio has to compete for air time with major USA broadcasters as well as other international interests which try to spread their misinformation and political views across Canada. I want to know more about Canada and Canadians, but living in southern & western side of British Columbia, our radio information and entertainment channels are often foreign and not wanted by Canadians.

Bernice L. - Bowen Island, BC

My husband and I depend on the CBC as one of our main news sources, both on radio and internet or TV. We are dismayed by all the attempts to reduce the CBC to something that is barely watchable on TV, with too much advertising that is way too repetitive. We also depend on thoughtful programming on the radio, such as the Current. We need to hear stories and voices from across the country. We need to hear from our artists and musicians. Please increase funding to the CBC.

Hildegard V. - Waldersee, MB

The CBC matters to me because... In my lifetime, there has never been a more



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important time to have a strong Canadian voice on the airwaves. I believe that's what a strong and funded CBC will do for Canada. It's outside influences, mostly from the south, that seem to challenge who and what we are as a country. It's at this time we need an official and accountable source of news, stories and guests who remind us all what it is to be Canadian. So as a senior citizen of Canada, a mostly liberal supporter and someone who takes great pride in being a Canadian, I ask that you, as our government, fully fund the CBC in this upcoming budget.

Chuck L. - BC

The CBC matters to me because... Erin O'Toole's position on the CBC alone was reason enough for me not to vote for him. Any politician that interferes with or cripples the funding of the CBC is automatically off my list. Having a thriving CBC, not just one that is 'getting by', is an enormous boon for Canada. Please at least maintain, but much preferably increase their budget. Thanks in advance...

Simon V. - Halifax, NS

The CBC represents an essential service in Canada. This function needs to be adequately funded. Governments of Canada must follow through on their commitments to the public regarding proper funding to the CBC.

Rona B. - Almonte, ON

The CBC matters to me because... it is a news cast for example...I can depend on I have heard CBC on the air waves for longer than I remember.....and I am 85....it was the only station we had in the Peace River Country. My father always tried to listen to the Hockey game and of course during the war years we had to ration battery power. So thank you CBC for being there all these years.

Jacqueline C. - Saskatoon, SK

The CBC matters to me because... it has always been my source of information and entertainment for my 80 years. I have lived part of the time in remote areas. It was there with its intelligent programming. It is, I think one of the best public broadcasters in the world and something to be proud of. I listened to it each and every day BEFORE I moved to a remote area. I listened to it as a child on the farm in Alberta. It has enriched my life greatly. My grown children listen to it from their homes in Sidney, BC and Fort Smith, NWT. I don't know what we would do without it. I can't think the government would cut funding for such a valuable entity.

Sara-Anne P.

CBC matters to me because it is the only truly Canadian broadcaster, free of bias emanating from big companies and political parties. Experts from every area of knowledge present their most recent findings, and this is very important to me. This



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helps me understand whatever scientific, political, historical or population issues present themselves to us. Today's world is extremely complicated, diverse and in rapid expansion. Science is evolving dramatically, in all areas, including astronomy, cosmology, health, paleontology, zoology and many more. I see no need for any view which restricts and denies portions of this reality. CBC is OUR broadcaster, on par with the BBC. We need the CBC to continue featuring all of our ethnic populations, with their issues cultures and unique histories. I think that a country that represses any of their ethnic groups shows a weakness in not being able to harness the richness of those groups, showcasing their creativity. We need to be immersed in the culture of our ethnic groups in order to understand their richness. Canada is a patchwork of ethnicities. Let us not lose this.

Armand B. - Orléans, ON

I am writing to express my concerns about funding for the CBC. I am deeply concerned at the Conservative position to defund the CBC and encouraged that the Liberals have indicated more support should be given. Let's be sure this extra support happens. As a Canadian I rely on the CBC to keep me informed about important events happening in my country. I'm not sure what I would turn to if I didn't have this source of input. I also feel connected to my fellow Canadians when I hear them interviewed because of their artistic talents, business talents, athletic talents, or even because they filmed a moose in their swimming pool! In the current climate of "fake news" innuendo I can honestly say I still trust the integrity of reporting at CBC. I can't imagine how I would connect to and support my fellow Canadians without it.

Barbara R. - Prince George, BC

Good solid information and stories that reflect us as a country are crucial to countering the disinformation being spread far and wide these days. Certainly NOT HAVING a widely and publicly available, high-quality information source, promotes the political situation we see south of the border... one that is starting to infect us too. We need our public broadcaster to provide us with reliable, well-done, interesting Canadian information and stories, covering a wide range of topics. For this, it is crucial that it be properly funded. The CBC's budget is currently at a terribly low level, below that of the public broadcasters in the other OECD countries. You did promise in the last election that you would begin to rectify the situation. Now is the time to fulfill that promise!!!!

Nora B. - Ottawa, ON

The CBC matters to me because... For 85 years, CBC/Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to



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coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate, and illegal content streaming across our border, Canadians need the CBC more than ever. We need a quality CBC I am tired of the repeat programming and the increased reliance on amateur American pod casts on CBC radio. And please spend more resources on enabling our access to your streaming service. It's a struggle to keep GEM streaming while we experience little trouble with other services such as Netflix.

Victor D. - Winnipeg, MB

The CBC matters to me because... it is Canadian, seeks to provide accurate news to Canadians, alerts us to the sources that would undermine the values we hold dear. It is the voice against the overwhelming influence of the elephant next door.

Joan H. - Kingston, ON

I'm about to hit my 50-decade mark on this earth, and I cannot think of an institution that has served me for so long, so consistently well, and in so many different ways (and to which I feel as loyal) as the Canadian Broadcasting Corporation. I think of CBC as "the poor person's university." A chance for EVERY Canadian to learn about themselves and others across this exceptionally wide and diverse nation. As a rural Canadian growing up in the middle of nowhere New Brunswick, CBC Radio One often provided my "firsts" - the first time I discerned different regional accents across Canada, the first time I heard Inuit throat singing, the first time I realised how important fisheries were to my home province, the first time I heard songs and stories that focused on Canada rather than New York or Hollywood, the first place I heard the Tragically Hip. My dairy farmer neighbour listened to Radio One all day - had it playing from every radio in the barn and house; he told me it "made the cows calmer and him smarter." As a teenager, I would sneakily turn the station to for-profit rock music channels, and got mad at my parents for turning it back to Radio One, but now I am so glad they did. On Radio One, I learned from Ideas, the Massey Lectures, Tapestry, Quirks and Quarks, As It Happens, even Saturday Night Blues, how to expand my thinking and consider different perspectives. Then as I got older and studied at McGill University and gained more exposure to diversity I realised that the concepts I was learning in university -- about positionality, about civil discourse, about social responsibility, about ethics, values, philosophy, the nature and possibility of truth -- these weren't new to me. Rather, I had been introduced to them by my public broadcaster. Now in a new era of broadcasting, I have seen the CBC reach new generations with its high-quality children's programming as frazzled parents entertained wee ones from home during the pandemic, with its platforming of pluriform Indigenous voices, with its readiness to embrace the podcast as a form of media consumption, with its global successes like Schitt's Creek, with its lifting

up of grassroots creators like The Secret Life of Canada. How many others have sat in the freezing car bawling as they catch the tail end of Vinyl Cafe? How many others have thought to themselves “I see things differently now” after hearing from fellow Canadians on Cross-Country Checkup? How many others as musicians and poets have heard their own words and music on the radio, or had their local issue championed on national news, thanks to CBC? How many others have wished they could learn more about our treaties or Indigenous nations but didn’t know where to start and found what they were looking for in the national broadcaster? How many others have laughed out loud at Carol Off and Jeff Douglas delivering the As It Happens puns? How many others have turned off a show they really don’t like, while feeling happy because it meant the broadcaster is doing its job having something for everyone? I know I’m not the only one. I know others too are deeply grateful for the CBC, for being the poor person’s university. The public broadcaster mirrors us back to ourselves in a way no for-profit enterprise (or, heaven forbid, American enterprise) ever could. If I were Prime Minister, I would quadruple CBC funding immediately, and that wouldn’t even bring us up to the levels at which more developed and more laudable nations fund their broadcasters. The strength of a nation’s public broadcaster is the litmus test for the strength of its democracy. Long live the CBC.

Sara P. - Verdun, QC

I love the CBC, TV, radio and online. It’s Canadian viewpoint and content are invaluable, especially in light of what is going on across the country and the foreign influences that are affecting Canadian culture. It seems some people don’t even know what Canada’s laws are anymore due to all the American tv that is flooding into our homes. We need to keep our culture and way of life strong by making sure CBC receives ample funding so that ALL Canadians have access to this vital lifeline.

Susan B. - Saskatoon, SK

The CBC matters to me because... CBC provides real news not fake news and counteracts all the fake news from so many sources. It also provides great music, unique programs like Idea in the Afternoon, in depth interviews on current events in the world. It is one of the few sources of investigative reporting we have left. It needs funding to do all this.

Lylia K. - Calgary, AB

The CBC matters to me because it is the only major news outlet that does not spin the facts.... CTV news too often exhibits influence from right wing ideas and very often pushes nonfactual right wing talking points from the conservative landscape without a counter opinion. CBC is the only station that thoroughly looks at transparency and facts and we desperately need a major news outlet to keep



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up this trend to combat the faults and misinformation from the right wing. Please fund the CBC to the amount that you promised and what friends of CBC are recommending to ensure our democracy continues.

Michael D. - Toronto, ON

The CBC matters to me because. I immigrated to Canada 51 years ago. Since then, the CBC taught me Canadian history and culture, connected me to Canadians across the country, kept me informed and connected. Over the last years of cuts, I have watched the CBC's brilliance whittled away. Watching the horror of the convoy makes it clear why we need a strong CBC to keep Canadians well informed and able to respond to threats to our sovereignty...

Dorothy F. - Victoria, BC

The CBC matters to me because... Mother CBC-TV has been unable to garner sufficient appreciation to make her a unifying beacon for all Canadians. I worked for CBC television news in Ottawa for twenty two years and on many occasions felt I had to defend the cost and worthiness of CBC television. Radio Canada on the other hand could do no wrong and cost less too. That sentiment has not changed nor has CBC television been able to win Canadian viewer's minds and hearts. Why not? It's very hard to change a cow's moo without milking and feeding her. "The plop thickens!"

Nickolas H. - Stittsville, ON

The CBC matters to me because... With more money to fund Canadian content, buy international content, air a variety of news topics from multiple points of view is important to Canadians. A broad selection of news and opinion will help educate Canadians and bring out real concerns and emerging points of view. Canada's national broadcaster should 'not' just be a platform from government, it should broadcast articles and discussion that is from the various different sectors of Canada and political persuasions. Less repetitive news casts, less reworded stories. An example would that during the pandemic CBC could have done more to show the various impacts of restrictions, the way some business managed around these and others did not. The impact on mental health, disability and social services in different regions of the country. Our National Broadcaster (CBC) needs more funds to broadcast in multiple languages, produce and support Canadian programming and international programming. Why not make multiple CBC channels, some with commercial focus and some with a more public broadcast theme?

Philip L. - Peterborough, ON

The CBC matters to me because... I've listened to it since I was a young child when



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my parents had it on all day long. My husband and I still listen to it. We enjoy many of the talk programs, as well as the music programs. The call-in shows help us to hear what different people have to say about the big issues and the shows like Crosscountry Check Up help the country to come together more and hear each others different points of view. My husband particularly enjoys the political panels and discussions. We'd feel quite lost without our friend the CBC!

Frances O. - Montreal, QC

The CBC matters to me because it is all I listen to or watch. CBC is my trusted source for news. I am concerned about the ongoing lack of funding. CBC manages to keep quality programs running but make no mistake, I have noticed the difference, the decline over the years. CBC needs increased funding to provide the services Canadians need and deserve, for continued honest in-depth reporting.

Sandra P. - Westport, ON

The CBC matters to me because... it helps to keep the country connected with stories, news, music, and phone-in programs from across the country.

Glenn V. - Burnaby, BC

The CBC matters to me because... The best source of news and unifies the country.

Catherine B. - Vancouver, BC

The CBC matters to me because... It is our national broadcaster and during these trying times it is so important Hope this gets to Ms. Crystia Freeland thanks

David L. - Enfield, NS

The CBC was formed to "Inform and Entertain." With the cutting of their budget over the years they are forced to present the entertaining (cheaper to produce programmes) and provide too many repeats (which they call "encores"). They still manage to present excellent science and factual-based programmes -- but not in equal parts to the entertainment side. English- speaking CBC Radio is the ONLY station in the area where I live (roughly 30 km south of Victoriaville, Quebec.

Trevor G. - Trottier Mills, QC

The CBC matters to me because it is a reliable source of Canadian and international news. Please fulfill your promises about strengthening the CBC to ensure its survival as an important Canadian institution.

Cathie G. - Paris, ON

The CBC matters to me because... Being a retired member of the CAF my family



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has enjoyed listening to the CBC all over this great country. My children were brought up the sound of 'As It Matters' all across this country and used to groan at the signature tune but now they, as grown ups, are avid listeners of the program. Having a national radio enabled us to feel "at home" no matter our location in Canada. It ties the country together. CBC news is unparalleled in veracity and content whether it be on radio or television. Comedy shows are great and of a quality found nowhere else. We should be proud of the CBC and promote its growth!

David M. - Comox, BC

The CBC matters to me because... I listen to the CBC every day with the radio being on most of the day. I enjoy the interviews and get great pleasure from the classical music on CBC2. I also watch the CBC News on TV at night. So quite frankly, I need the CBC to be well funded so that I and many others can continue to benefit from a public broadcasting program.

Doreen F. - North York, ON

The CBC matters to me because I count on it for its honest reporting & also for the excellent documentaries. Both the radio and TV are important to me, depending on the time of day.

Darien K D. - Courtenay, BC

The CBC matters to me because... The wide array of national and local programming consistently provides a well-rounded education on issues important to Canadians. When I listen to the CBC I tell people I am attending The University of CBC.

Paul J. - Truro, NS

The CBC is my lifeline to Canada and to access unbiased news reporting regarding the status of our country and the world. I do not want to hear advertising because my tax dollars should allow the CBC to have the revenue it needs... without needing to spend valuable time away from its core mandate. We need a WELL FUNDED national broadcasting entity! We need it now and more than ever before!

Sylvia A. - Westmount, QC

The CBC matters to me because it is meant to inform Canadians from all corners of the country about what is happening in all parts of the country - supposedly in an unbiased, non-partisan way.

Andre N. - Regina, SK



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The CBC matters to me because I listen to CBC from morning until night. CBC is the source I trust for news reporting, and political commentary. I am in my 70's, and have lived in many parts of this country. CBC has informed me about parts of the country where I have not lived, and enriched my life. I love that CBC provides opportunities for Canadian musicians to share their music both locally and nationally. I love programs such as Canada Reads and Cross Country Checkup. CBC is a unifying force for our country in these days of misinformation and divisions which is going to be more important than ever in the times we live in now. I have been saddened and angered to see that some politicians want to decrease funding to CBC. It should be increased! As a country dealing with reconciliation with Indigenous peoples, and welcoming more and more immigrants, we need the voices of CBC journalists and reporters to help us all grow in knowledge and understanding of one another. Please recognize how essential CBC is to Canada's welfare and our future and continue to fund it as a priority!!

Karen L. - Falmouth, NS

The CBC matters to me because... it is a clear voice in the midst of the chaos that comes from the US... we need to be able to give all Canadians a voice on the air ways of our country not just those funded from the US... we need Canadian stories of the north and for all the peoples of our great land... the many many voices that need to be heard and their stories told.

Sheryl S. - Surrey, BC

The CBC matters to me because... A strong public broadcaster is extremely important to a strong democracy. It is non racist, non gender biased, supportive of women, children and lower income individuals. This is where we all have a voice!

Susan M. - Edmonton, AB

For years CBC radio followed by CBC TV have been my go to source of news about what is happening in our country. CBC has excellent journalists and they cover a large geographic area more equitably. They are also a source of very stimulating programming to challenge our minds and give us a more complete look at world issues. As the need to respond to the climate crisis intensifies, I see CBC as filling a critical need for accurate and timely information about how we are doing in our decarbonizing efforts. We will need to have daily updates on our progress and the CO2 levels until we know we have the problem well in hand. Please increase the CBC budget to enable them to carry out this very important role of informing Canadians across the country so we have a fighting chance of saving our planet from total degradation.

Laurie A. - Dunrobin, ON



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The CBC matters to me because... it is a way to unify our country culturally, politically and emotionally. I love CBC produced shows and their news reporting. I can trust that the CBC will report the truth and ask the hard questions. CBC produced shows really give a sense of the Canadian people.
Janis M. - Gatineau, QC

The CBC matters to me because... First of all, I fully support funding for CBC... Having said that, I also believe that CBC should NOT continue to look like one of the mainstream commercial broadcasters... I wouldn't mind if some aspects of CBC were to look more like PBS in the U.S, which strives to provide the highest quality of entertainment and journalism content... CBC TV is supposed to be a PUBLIC broadcaster, and was never intended to compete with the private networks... It's supposed to provide Canadians with uniquely Canadian programming, and journalism that provides Canadians with a purely Canadian view of the world, that private broadcasters have no interest in providing. CBC-TV should also NOT be carrying commercials. Commercial, private involvement in any broadcasting outlet invariably adversely affects the intellectual level of programming content. Private broadcasters are more concerned with ratings and aim their programming at the lowest common denominator of audiences. Please consider pushing the government to make public broadcasting a basic civil right to ensure that no future Federal government can ever interfere with our public broadcaster for political purposes. Such policy should be solidly LOCKED In to the broadcasting act and so that CBC can NEVER be sold or privatized.
Harvey R.

The CBC matters to me because I rely on CBC radio and CBC internet for my news. I have noticed that some videos on the internet are slow to download and more funding would enable increasing the speed. I also do not like the ads on the internet, particularly the ones that come before a video. More funding would enable eliminating the ads and maybe providing CBC Gem free of ads without having to pay for a subscription.
Jim S. - Red Deer, AB

The CBC matters to me because... It is the only nationwide television network that takes a fully Canadian view of Canada and the world. It is a fragile bulwark against the pervasive and invasive world view from the US. Sadly, it is badly underfunded and is unable to tell the Canadian story effectively. The need for revenue has pushed the network to expand its absolutely terrible paid advertising content. Canada needs to provide CBC a budget on par with what other public broadcasters receive, in Australia and Great Britain, for example. A legislated per/capita tax for the CBC such as they have in Great Britain would be a good start.
Michael H. - Gibsons, BC



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The CBC matters to me because CBC Radio is an essential public service for all Canadians.

Perry B. - Burlington, ON

The CBC matters to me because... It is one of the very few, if not the only, common denominator shared throughout the country. It helps to hold us together as a nation.

John L. - Toronto, ON

The CBC matters to me because it's about US, we Canadians. Unlike most Canadians, I almost exclusively listen to and watch the CBC, not USA channels. I want our news and our stories, our dramas and our docs. Besides, CBC radio is commercial-free, which is very important to me. The CBC is my constant companion. I'm an inveterate CBC radio listener and count on it to keep me informed. I like the fact that when I travel in the country, the network shows are there, always available. I'm "at home" away from home. I count on local and national CBC TV news as well as the aforementioned dramas and docs. The oh so shabby government funding must improve. It's scandalous that we fund our public broadcaster so poorly. We are not a poor country. We need to more than double the per capita funding to get into a less embarrassing position. CBC is a huge part of my life. I would be lost without it.

Mary R. - Nepean, ON

The CBC matters to me because... In all my 86 years of life, I have listened to, watched and participated in the CBC, both radio and TV. I look to the CBC as the glue that helps hold our country together, bringing us opinions and news from all across and up and down this huge country. I loathe the interjection of American content -- those brainless sitcoms and contests. Surely if Canadians want to watch that kind of garbage they can tune in to an American station and leave Canadian airwaves, packed with Canadian content, reflecting Canada and Canadians to ourselves.

Isobel W. - Toronto, ON

We need CBC! As a public broadcaster the reporting is honest and thorough. Other Canadian broadcasters are more sensationalized in reporting to capture higher ratings. As a person in my late sixties it is hard to watch as people become more and more addicted to an ever increasing barrage of short videos and become less connected to real life and friends. CBC is our trusted real connection to real and important news and programming.

Lea P. - Camrose, AB



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Funding for the CBC on a per capita basis has not been this low since 1961. Canada is at the bottom of the pile of OECD countries when it comes to CBC funding per citizen. Recently in Ottawa, ignorant foreign truckers from USA took over Ottawa neighbourhoods and we had to be saved by a 21 year old woman Canadian citizen! - because our sense of community is falling apart because the CBC is underfunded!
William S. - Sutton West, ON

The CBC matters to me because... it's supposed to provide unbiased news and international information to the Canadian public. It's our source of TRUE. and accurate, news To be unbiased they have to be able to operate without worrying about their funding. Their survival should NOT be tied to elections and who is in power now. They and sustainable funding should be ENTRENCHED
Kathy G. - Meaford, ON

The CBC has been part of my day for over 30 years. I wake up in the morning to the morning show, Information Radio. I listen to The Current and Radio Noon and other programs throughout the day. In the evening I watch the local news on TV and may watch a sitcom or documentary in the evening. The CBC is just part of my day. The quality of journalists and hosts is far and away more professional than on other news channels. (I do occasionally watch the BBC World News on PBS or the CTV late news partly to see a variety of presentations. But I always come back to the CBC because I find reporting is timely and balanced. In this day and age it is so important to have quality main stream news outlets that help to protect our democracy and inform the public about important topics like climate change and the pandemic. So important! Please don't fall down on the job regarding the funding of the CBC in the budget -- many Canadians rely on our only public broadcaster for unbiased news and other information!
Peggy B. - Winnipeg, MB

At a time when the CBC is under attack by people who fear its honest and thorough news broadcasts, the CBC needs the support of Canadians who benefit from CBC's unbiased reporting. In addition, the CBC knits our country together by its non-news programming. No other broadcaster can do the job of the CBC. I hope the government values the contribution of the CBC to our national well-being, and will establish a higher level of support, guaranteed for the long term. Thank you for your attention.
Donnald B. - Kingston, ON

The CBC matters to me because... I trust the journalists who search out and deliver the news of the day. This is our public broadcaster and should be funded properly to maintain our identity and give the public a Canadian view. I support both radio and t.v.
Barbara B. - Cobble Hill, BC



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The CBC matters to me because... it is part of what makes this Country CANADIAN.

Michael G. - Saint John, NB

The CBC matters to me because it remains one of a very few domestic sources of fact-based Canadian and international news and public programming. We are flooded with a constant barrage of woefully inadequate US mainstream media that at best is decidedly bipartisan and at worst pushing outright lies in search of an authoritarian political option. And then there is social media!! Enough said. The CBC is not perfect but is a national treasure that must be properly funded to help us save our democratic institutions.

John S. - Toronto, ON

The CBC matters to me because... -variety of programming (arts, politics, comedy...) -access by informed and skilled interviewers to experts in fields where we need more information -topics that are timely but with in-depth analysis -programming allows us to get outside our own networks of experience to develop a wider perspective on this country and the world -can provoke community (e.g. Canada Reads) -is widely available in more than one format

Marlene C. - Vancouver, BC

The CBC matters to me because it is such a vast country we need a public broadcaster to keep us connected. I want to hear about what people are doing and thinking from all parts of this great country. I want a variety of programming that is advertising free. I want creative people to be able to share their ideas on a public broadcaster and I want their ideas sent to other countries. We need more Canadian content living next to the United States to preserve our identity and to reflect our culture and our voices. Thank you.

Kathy L. - Port Moody, BC

The CBC matters to me because... We need REAL news and information.....and to have a place showing our Canadian culture and views... We are NOT Americans!

Cyndi M. - Kitimat, BC

The CBC matters to me because... It is the most important cultural instrument we have in Canada. It has been responsible for introducing many Canadians to national and international audiences. It also provides Canadians with reliable professional and ethical news coverage in a challenging world. We need to expand and supports the CBC.

Barbara G. - Caledon, ON



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The CBC matters to us because we need a voice of reason and sense, unbiased and sensible, without political interference and misinformation. Please increase CBC's budget. CBC is our lifeline here in West Kootenay for accurate and timely information. It is a national entity and institution.

Ann E. & Peter W. W. - South Slokan, BC

The CBC matters to me because... I like the quality of its programming, both fiction/comedy (Murdoch Mysteries, Schitts Creek, etc) and non fiction (Still standing, Marketplace, etc.) It is important to have a national, unbiased broadcaster that can provide the best of Canadian culture and content. Funding needs to increase so that this is maintained, and there are fewer commercials. Further, there has been some comment regarding high salaries paid to senior management - perhaps these could be brought in line with comparable salaries in the private broadcast sector, to then free up more funds for programming.

Patricia G. - Kelowna, BC

Over the past three decades, we have seen a slow and steady erosion of Canadian content in our journalism and culture. The Canadian Broadcasting Corporation (CBC) has suffered through budget cuts and neglect during that period. This decline has given way to the spread of misinformation via numerous social media platforms and sometimes foreign news agencies. We need a robust and well-financed CBC – free of commercial and foreign influences – to preserve our Canadian identity and culture. I arrived in Canada on a student visa and later became a proud Canadian citizen. For close to 50 years, the CBC has been my guiding light, virtual parents, and source of news, information and entertainment, and helped me grow into a full-fledged Canadian. I cannot imagine our federal government reaching out to every part of this vast country and disseminating reliable information without the CBC. We need to protect and grow our beloved CBC in order to eliminate misinformation and safeguard our Canadian cultural identity.

Nahid N. - Calgary, AB

The CBC matters to me because... this is my window on the world and I respect the hard work of CBC staff to present it to me by radio and television, hopefully with no commercials eventually.

Eleanor S. - New Denver, BC

The CBC matters to me because I spent half my life living in the US. When I returned to Canada feeling a bit like a stranger, it was mostly CBC Radio that re-introduced me to the country and reassured me that Yes, I am a Canadian! Also, surely the failures of ALL other methods of financing serious Journalism are obvious by now.



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Private money, even if its intentions are neutral or well-meaning, buys influence, distortions, bias, misinformation etc. leading to an ignorant and divided electorate. Public Broadcasters aren't perfect, but they are totally necessary and, given proper funding, usually far better than the alternatives.

Patricia L. - Owen Sound, ON

The CBC matters to me because we clearly need some thoughtful and honest comment among the host of voices.

Fred B. - Surrey, BC

UK has a respected, reliable BBC radio and television. CBC was founded on the same principle and should be able to provide a similar quality of programs. To do this it needs to be properly funded as an essential media for informing the Canadian public, to provide balanced, intelligent broadcasting to the people of the country on a nationwide basis. Canada needs to properly fund the national radio and broadcasting to offer non-commercial programming with top notch coverage. In recent years, with continuing funding cuts, CBC has been struggling, has reduced its international coverage and the variety of different programs. Do not judge the CBC on what it is managing to produce at present, but aim to fund it properly so that it can increase the variety and depth of its programs. I absolutely rely on CBC Radio One for informative programs. I expect them to be well researched, offering both sides of any controversial view, and comprehensive and informative. I also listen to CBC Music and Ici Musique from Radio Canada for classical music and Canadian composers and musicians and singers of all ages. I watch CBC Gem for programs such as The National and Olympics coverage, but I do not watch television for any regular shows. Give CBC the funding it needs for independent quality balanced programs for the Canadian public.

Jill H. - Ottawa, ON

The CBC matters to me because... it is the only TV and Radio media I can trust.

Keith D. - Edmonton, AB

The CBC matters to me because... It is the only source of info beholden to corporate funding. CBC Radio 1 is the only one not swamped with abrasive commercial advertising of junk I will never buy. It is the only source of reliable, world news I can find. It is an info bulwark against ultra right wing, US based disinformation campaigns.

Brent S. - Campbell River, BC

The CBC matters to me because I listen to CBC radio exclusively and watch CBC television almost all the time. I depend on CBC for accurate and thorough news



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coverage. I note that in recent times CBC has difficulty in covering some events that are occurring in the world including those of greater significance. I also depend on CBC for interesting drama presentations. In fact my donations to the liberal party are dependent on how well CBC is funded. Recently, I have been with-holding donations waiting to know what budget for CBC will be.

Shirley W. - Calgary, AB

The CBC matters to me because...we live in an isolated community and many of us only have CBC radio for communication. We need CBC for local emergency notices, highway updates, ferry updates, weather, news, entertainment, and learning. CBC is an essential service that other local communities do not even have. CBC should be expanded to be available to every household throughout Canada. We grew up with CBC and it is a lifeline.

Crystal M. - Edgewood, BC

I can't imagine life without the CBC. CBC radio is like a member of the family. I wake up in the morning and turn the radio on, as my parents did before me and as my adult children do now. In these terrible times with so much disinformation from the vile alt right, we rely on the CBC for fair, unbiased information as well as interesting, provocative programming. It is the CBC that binds this country together. I implore the Liberal government to adequately fund the CBC. Now more than ever!

Judith W. - Winnipeg, MB

The CBC matters to me because... there is a variety of voices on CBC, in terms or age, region of Canada, background, and non-White. Indigenous programs are very worthwhile and needed. In-depth programming where an interview or lecture is broadcast gives a bigger view or a current or historical subject than a brief news headline. A variety of viewpoints is provided on the current issues. The reporting is reasonable and not emotionally charged as some other broadcasters. People being interviewed are allowed to speak, even if their viewpoints differ from the mainstream; they are treated with respect, which is very important. Music for all ages is available. Whether a person enjoys jazz, hip hop, opera, classical, or modern music, it is available. The website is also a valuable resource of archived programs. Discussions with authors are important to me; seasoned and emerging artists are given a voice and exposure. Overall, the programming on CBC is wide-ranging in topics and treatment. It is generally very thoughtful and I appreciate that.

Faune J. - Vancouver, BC

The CBC matters to me because it is a reliable news source.

Bruce M. - Saskatoon, SK



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Without a properly funded public broadcaster Canadians are left at the mercy of corporate owned and allied media not only for the funding and objective production of news but also for our culture itself. Needless to say, we cannot rely on corporations to look beyond their own profits when comes to protecting Canada's unique history and culture in the larger North American context. This is why you must keep your promise to spend \$400 million over the next four years to at least begin to uphold your stated commitment. The consequences for our independence as a nation would be dire if your government fails. You need only look at the foreign funding of the trucker protests if you need an example of where the country could be headed without a strong, well-funded public broadcaster. The CBC matters to me because...

Eric B. - Toronto, ON

The CBC matters to me because I believe it gives me honest, well researched information about what is happening in my hometown, my province, my country and the world. I feel I can trust the CBC.

Linda O. - Kitchener, ON

The CBC matters to me because it reflects what it means to be a Canadian. The private sector in radio and TV in Canada requires funding from the private sector. This means that there is a potential risk that the private sector can become beholden to its sponsors. The CBC has to represent the views of all Canadians no matter where they sit on the political spectrum. It is after all a national network that helps to bind us together. The CBC needs to be adequately funded to carry out its mandate. Quentin Johnson

Quentin J. - Rockwood, ON

The CBC matters to me because... We need solid journalism especially now with so much misinformation! We know we can trust the CBC to do the best job possible in these difficult times. It is very important to protect our culture and what defines us as a separate nation from the cacophony to the south.

Laurie R. - Sechelt, BC

The CBC matters to me because... I have been a CBC listener since I was a child, when my mother had the radio on for music all day and my father came in from farm work at lunch and evenings for the news and weather reports (and we couldn't talk during that time!!). As an adult, I continued this listening. The best programs in my early adulthood were classical music on FM and Peter Gzowski on AM. There was a man who knew how to unite Canada!! He had a 3-hour program every weekday Monday to /Friday where he interviewed people and told stories from across Canada in 15-minute time blocks. That amounted to twelve individual presentations

per day, 60 a week – for 15 years!! Imagine how many Canadians contributed during that time!! No two stories were the same and they were all wonderful, uplifting life-affirming contributions from across our wonderful country coast to coast to coast. There was laughter and there were tears from these heart-warming stories. There were very many, very intelligent writings and stories. We knew each other as Canadians, from Newfoundland and Labrador to BC and the NWT – and it even included, and gave equal time to, the Prairie Provinces, and the Maritimes, which is such a rare occurrence now, and are almost completely forgotten by the Toronto and Quebec focused reporting!! Stuart McLean and Michael Enright were two other broadcasters who continued that tradition of intelligent, interesting, funny and all inclusive programming. Now so much, too much, of our news comes from the USA – not our country, a foreign country becoming more “foreign” all the time. I can’t imagine any other country in the world that spends most of their newscast bringing up (literally – regurgitating, spewing) all the minutiae and bad news from a neighbouring dysfunctional and very violent country. And yet, that’s what CBC is doing, daily and ad nauseum. There are some other exceptions in programming but by and large, CBC programming has suffered immeasurably by the drastic cuts in funding, and will only continue to devolve into US-focused, US-style emphasis on violence and all that is bad and wrong in our world. Let’s get back to what made us better as a country, and what makes us good as people, and what improves our lives, for all of us in Canada.

Hedie E. - Winnipeg, MB

The CBC matters to me because... I have been a constant listener and viewer for many years. By comparison private networks have so many programs that originate in the U.S. If one is interested in reliable sources in the news tune in to CBC. The CBC is so much a part of Canada and generates programs that are home grown with very talented people that it deserves to be funded to keep it that way. It was a promise of our federal government.

Brian R. - Kelowna, BC

The CBC matters to me because... What other stations provide international documentaries during the night? Reliable Current Happenings as they unfold, internationally.

Brian B. - Chilliwack, BC

The CBC matters to me because... without it there is no voice for the country.

Pip S. - Tyne Valley, NS

The CBC matters to me because... More than ever this country needs independent journalism and trustworthy balanced reporting that the CBC delivers.

Helen Y. - Aurora, ON



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The CBC matters to me because... during the 52 years I have lived in Canada CBC has given me the following: - excellent news information - excellent up to date news information - knowledge about present-day Canada and its history. - knowledge about Canadian politics - helpful and truthful health information during this pandemic - introduction to Canadian artists, music, poetry, authors and comedians etc. - information about Canada's indigenous peoples, their stories, their histories, reconciliation, their concerns for our environment and their rights. - ALL WITHOUT ADVERTISING - CBC's TV channel also has very good programming with Canadian content. In these days of fake news, right wing conspiracies and the spreading of downright lies on social media, it is imperative that the government sufficiently fund the CBC to enable the corporation to maintain and enhance their excellent work.
Ann C. - Calgary, AB

The CBC matters to me because... It keeps me aware of what's happening in the world close and far from a Canadian perspective. When I am out of the country for months I still connect and feel connected. I need the CBC to continue its mandate.
Evelyn H. - Winnipeg, MB

The CBC matters to me because... We desperately need a source of news and information that is thorough and unbiased. The CBC continues to provide this result in a time when we are faced with desperate and frantic efforts by short sighted groups and agencies to warp the news to suit their bias and interests.
Elton M. - Town of Blue Mountains, ON

The CBC matters to me because... it's been part of my life for over 65 years. I grew up listening to it. My brother worked for the CBC and my friends' fathers were important broadcasters. Now I used Wheel Trans and the drivers, recent immigrants, listen to CBC. On one occasion I and the Muslim driver sat outside my destination talking about the Orthodox rabbi we'd been listening to and the history of humanism that was the topic. The CBC has lost much due to inadequate funding over the decades. For example, I miss the support the CBC used to give to young musicians by broadcasting their performances. We need the CBC. The CBC needs solid funding.
Eve R. - Toronto, ON

The CBC matters to me because... it provides listeners with up-to-date information on current affairs, sports, unbiased news on local and international matters, a variety of music for young and senior listeners, educational and cultural information, opportunities to listen to panel discussions, and opportunities for listeners to call in and express opinions on a wide variety of subjects.
Valerie And George M. - Toronto, ON



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The CBC matters to me because. it delivers top news and programs in the world. Just like our Olympic athletes who deliver outstanding performance with limited funding, CBC constantly is underfunded and still delivers. It is getting leaner however and cannot sustain any more cuts, needs funding to continue to showcase our Country. National Security, regional disparity and national unity are important roles the CBC influences. I think further, a role in disputing much fake and conspiracy that tears our society apart could be accomplished by expanding the CBC.

Pauline G. - Coaldale, AB

The CBC matters to me because... It is the only network who is in position to remain neutral because they could be run as non- commercial.

Keith S. - Mississauga, ON

The CBC matters to me because... We need the CBC to be our nations reply to the lies of the alt-right lies and the likes of Fox News that they listen to. We don't need a Canadian republican party. Don

Don F. - Quebec, QC

The CBC matters to me because... it provides unbiased and correct information on what happens in Canada and abroad and also provides Canadian background to national and international events.

Maria V. - Ottawa, ON

The CBC matters to me because.it is an icon of Canadian culture. In spite of cuts to its operations it continues to offer quality programs, tell our stories and provide a variety of entertainment. It is the soul of Canada. It must be preserved as a public national broadcasting company at all costs and be funded adequately so that it can improve its services. This is absolutely essential for our country. The CBC must also be protected to prevent a new government from tampering with it as the conservatives have threatened to do. However that can be done needs to be done while the Liberal government is in power. As a country we cannot afford to lose the CBC as a public Broadcasting system.

Susanna K. - Toronto, ON

The CBC matters to me because... I trust it. It reflects ALL of Canada - especially CBC Radio. It should be funded on a per capita basis at the same level as many advanced European democracies fund their public broadcaster. Greg Servos

Greg S. - Nanaimo, BC

The CBC matters to me because... It's unbiased

Wendy H. - Narol, MB



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The CBC matters to me because... The CBC/Radio-Canada allows Canadians to share their stories with one another on a platform that simply wouldn't be available with any private broadcaster.

Scott V. - Burnaby, BC

The CBC matters to me because... We can rely on their news coverage to be fair and complete and accurate. Other Canadian networks seem to focus more on trivial matters or on police incidents, while CBC covers more of the critical issues like climate change and global issues using Canadian reporters, not coverage borrowed from an American network. Both my wife and I watch CBC News Network a lot every day and cannot do without it. We wish that the government would boost funding to the CBC News Network and CBC Radio so that they can expand their unique coverage across the country. We also love to watch some Canadian dramas on the regular CBC network. Burden of Truth was one that really stood out for us as a must watch every week.

Keith C. - Mississauga, ON

The CBC matters to me because... we need access to non-partisan political reporting. We need to hear truths based on scientific facts and research. More than ever we need news that we can trust provided by credible sources - verified and confirmed thru investigative journalism to debunk the many sources of disinformation that are being produced and actively financed by powerful lobbies and corporate interests on the internet. We need to maintain our democracy and cannot do so without journalism that speaks truth to power.

Barb W. - ON

I agree with the statement and sentiments of a fellow CBC supporter (see below). I feel that Canadian need news, etc from Canadian sources. The Government should be taxing or requiring payment from non Canadian media. For 85 years, CBC/Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate, and illegal content streaming across our border, Canadians need the CBC more than ever.

Lynne L. - Edmonton, AB

The CBC matters to me because it is a relatively fair and unbiased news and entertainment source. The situation in the neighbouring country to the south makes me shudder. We need to make sure we have a trustworthy media, and CBC leads the way in that regard.

Evan D. - Edmonton, AB



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The CBC matters to me because... CBC has much better journalism standards than private media. Most Canadian private media are much too corporate friendly, especially during election campaigns.

John S. - Delta, BC

The CBC matters to me because... The CBC has been my radio source for the last 50 years. I love their programs and listen every day. It's a great source of unbiased news. Please fund, and continue to fund, our CBC

Marilyn B. - Winnipeg, MB

The CBC matters to me because...it informs on world issues including culture and the environment better than any Canadian broadcaster.

Lawrence N. - Calgary, AB

At a time when our country is being bombarded with misinformation and disinformation polluting our democratic discourse, more than ever we need quality Canadian news, information and Canadian storytelling that reflect who we are. I depend on the CBC to provide me with a Canadian viewpoint on news and stories that matters to me and to all Canadians.

Halena M. - Etobicoke, ON

The CBC matters to me because that is where I find out what is going on in Canada and the world and where I learn about Canadian films, books, authors, etc.

Jude C. - Vancouver, BC

The CBC matters to me because... It has become increasingly difficult to access trustworthy and reliable news. Misinformation is rampant out there. I listen to CBC radio daily and watch CBC Gem TV occasionally. In fact without CBC news, I don't know where I would find trustworthy reporting about world events. I also enjoy several other programs - Black Coat White Art, On Reserve, CBC Classical music during the day. But it is the news which I really value.

Nancy C. - Halifax, NS

The CBC matters to me because... I trust it.

Lois W. - Dryden, ON

The CBC matters to me because... it offers, through CBCNN, clear, unbiased presentation of news and events; this is a rare and incredibly valuable service.

Ernest T. - Niagara-on-the-Lake, ON



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The CBC matters to me because there is wonderful CANADIAN content, perspective and content. CBC is my go-to radio station with so many entertaining and informative programs! In this time of so much misinformation I believe that it is imperative that the CBC receive more funding so that it doesn't have to rely on advertising. I feel connected to the journalists from CBC who appear in my living room every day as I check up on the latest news. I truly believe that if we were to ever lose the CBC, we will lose Canada. Sincerely Shelley Fisher
Shelley F. - Red Deer, AB

The CBC is a very important component of our national culture and heritage. The CBC matters to me because it is the one source of information, news, commentary, stories, dramas and documentaries created by Canadians for Canadians that doesn't have a spin or bias from commercial interests and the vast and pervasive American entertainment industry that overwhelms our media most of the time. Strong funding will help ensure we can continue to tell our stories to each other across the land.
David V. - Toronto, ON

The CBC matters to me because... A variety of "news" is presented to Canadians that is often conflicting or wrong. The CBC can be relied on to present news from reliable sources. Otherwise the entertainment sectors help artists across the country present music from all parts of the country. Thank you
Ron W. - Minitonas, MB

The CBC matters to me because... I can trust CBC to provide honest, complete, well researched and verified news and addressing current social issues
Glenda F. - Kitchener, ON

The CBC matters to me because... It is a place I can listen or watch news which I feel is unbiased and thoughtful. On radio I can enjoy it without listening to advertisements which interrupt the program. Because this is a nationwide network it is a service that binds Canada together and informs us of what is happening coast to coast.
Helen N. - Winnipeg, MB

The CBC matters to me because... it provides information and entertainment from across the whole country. Their coverage of the Olympic games is awe inspiring.
Kathleen R. - St Albert, AB

The CBC matters to me because... it provides a well-researched, balanced and reasonable source of information about local, national and international affairs. If



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properly funded by a per capita tax levy by all Canadians, commercial advertising would not be needed, thereby avoiding the pressures caused by the need to appeal to commercial enterprises for funds, and therefore be subject to the need to conform to the wishes of those funders. Our sources of information are becoming increasingly fractured due to the advent of social media and particularly by monolithic, foreign-funded and therefore foreign influenced corporations e.g. Facebook. We need to hear the Canadian perspective in news and entertainment which are otherwise missing from our and the world's information. When travelling out of the country, it is such a relief for me to hear Canadian news coverage that is calm, reasoned, and has a broad, international viewpoint, unlike the American navel gazing coming from e.g. CNN, CBS, Fox and NPR. In depth coverage of indigenous affairs and francophone perspective are not available on other news media, and are important for how this country's fabric is unfolding. Your support for the CBC is one reason that I remain a long-term Liberal supporter.

Joanne S. - Oro-Medonte, ON

The CBC matters to me because Canadian news voices must be heard. The airways are dominated by fear and gun violence, propaganda for the US Second Amendment. Noisy minorities driven by fear and manipulated by social media are crowding more important issues off the airways. Our government must stop subsidising Facebook (or whatever they now call themselves) by omission. Disallow tax write-offs for costs of out-of-country social media advertising expenses. Make social media platforms accountable for what they publish. Put some controls on crowd funding and rabble-rousing. Give us back our CBC by allocating an adequate and stable funding base to support responsible journalism aimed an informed public, not an entertained mob of adrenaline junkies

Thomas S. - Peterborough, ON

The CBC matters to me because it has always been my go to for a Canadian-centric world view. Raising my children, ending each year with CBC's year in review comedy, with them, informed us what being Canadian felt like, and how to laugh at ourselves. Beachcombers, Air Farce, Rick Mercer Report, Red Green Show, Nature of Things and many more shows, solidified my idea of what being Canadian, vs American was. Even some of the newer series, showing the diversity of Canadian cultures, are important to our cultural identity. I just watched all of Sort Of recently, and loved it. I prefer CBC news, although I think it could be better, and with less ads. OMG the F***** ads.... because of lack of funding. I have Gem Premium because I want to support CBC and show it matters to me. The National Film board of Canada has produced some of the best visual Canadiana ever. Although I am not a big CBC Radio listener, many of my family and friends are. It still matters many rural people. Canada needs financial support media, to support Canadian voices in being



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heard. As long as our country's population is as low as it is, there needs to be a safety net for our arts and culture, and the many mediums it is expressed through.

Kathleen S. - Van Anda, BC

The CBC matters to me because it tells real Canadian stories from the people who live them. From Cross-country Check-up to the Debaters, CBC radio connects with Canadians and shares their experiences for listeners from coast to coast. I want my kids to have access to commercial-free, unsolicited radio content. As for CBC television, this is where you find pure, inclusive, comedy gold that is not produced anywhere else in the world.

Kristen S. - Guelph, ON

The CBC matters to me because... The CBC to me is the beating heart of Canada that helps circulate the life blood of our country. We need CBC in all of its various manifestations: both radio and television, including news, drama, music, sports, the arts, comedy and commentary, with a lens that offers local, regional and national perspectives in the various languages of our country. It reflects who we are as a nation and society, but also helps offer us alternatives as to who we could be or wish to become. Full and adequate funding is essential for the health not just of CBC, but of who we are as Canadians. CBC should receive more government funding, not less. It's a vital part of our cultural and political health and well-being.

Dona H. - Waterloo, ON

The CBC matters to me because it is a vital link helping me and thousands of other Canadians to understand and to enjoy Life. I'm now 88 years old and have enjoyed and been influenced by CBC broadcasts since being a toddler. My father taught me how to build radios, from crystal sets to vacuum tube radios, which plucked knowledge and stories and entertainment from the ether. The CBC has, in my view, been a significant influence on this nation of Canada to the benefit of the people of Canada and ultimately those of the greater world. Our indigenous peoples speak of the importance of knowledge-keepers and I believe that the CBC has played the role of one of this nation's knowledge-keepers and must be adequately supported to continue and expand this crucial role. Sincerely Nick Turnbull

Nick T. - Bracebridge, ON

The CBC matters to me because... I can rely on it for unbiased news precisely because it is freed, at least to some extent, from commercial pressures. CBC radio is the most important to me, because the programs on radio are where I feel the country is most drawn together. There is something every day I listen to CBC radio that makes me feel connected with my fellow citizens and with citizens around the world.

Sonja A. - Nanaimo, BC



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The CBC matters to me because... I am Canadian. I just moved back to Canada after living in the US for 14 years. I would listen to CBC Radio because it was HOME. It is that friend that you haven't seen for a long time, but feels so good to catch up with when you do. It provides me with information I need. I couldn't imagine Canada without the CBC. It holds the country together.

Veronica D. - Saskatoon SK, SK

The CBC matters to me because it is the only radio, TV and online broadcast network that links the whole of Canada to provide national, provincial and local news and current events analysis, cultural programming, and Canadian entertainment and stories. For newcomers to Canada, CBC services are irreplaceable. The CBC is the best way for newcomers to quickly learn about this nation, the province they live in, and the local city or town. The CBC was a vital source of reliable information to me and my family when we were new immigrants to Canada, and it has remained so for the past 44 years.

Patricia M. - Victoria, BC

CBC radio is my primary and most regular source of news and of features. I also subscribe to the weekly TG&M but mainly as a supplement to CBC Radio. Notably, in the past few weeks when our downtown, which is also the centre of our national government, we have needed CBC to tell us which stories or rumours about the truckers were or were not true. Moreover, withal that preferences sometimes shone through the reporting, we got the reporting and, as policing in Ottawa began to collapse CBC dealt promptly and fairly.

David B. - Ottawa, ON

The CBC matters to me because... it gives me Canadian news.. I have always trusted what I hear on CBC. It used to give a much better news from across the country but funding cuts have limited its reach. I look back at such interesting programs especially mornings. I have been listening since the 40's when I was in high school. I'm 92 and have radio 2 on now because music better when doing emails. Radio 1 when I get up and until I come here to computer. I would like more interviews from people across country and news of what they are doing. Do not know what station I would have on if no CBC. I just use TV in the evenings and not for news unless something special.

Ann E. - Orillia, ON

The CBC matters to me because... I listen to it for my news. Especially important these days.

Jane C. - Saskatoon, SK



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We are all bombarded daily with “news” and information from a wide variety of sources, some trustworthy, some not. I need a source of news that I know is not subject to corporate ideology or slant. I want the CBC to be that source and I’m prepared to pay for that service through my taxes. An unbiased and independent source of news is essential to the operation of democracy. Only an independent and financially secure CBC can provide that reliable source of information.

Peter S. - Bright’s Grove, ON

The CBC matters to me because it has great reporters that keep me informed in an intelligent manner about Canada and the world. CBC radio also has divergent, intellectual, and quirky programs that I enjoy.

Elaine B. - White Rock, BC

The CBC matters to me because it is a pan-national agency with a mandate to bring people together, with a mission to explore what divides people and investigate how to bring people’s opinions to air for everyone to hear. I believe CBC Radio is critical in this respect and deserves to be funded without being subject to commercial and political bias.

Jennifer D. - London, ON

The CBC matters to me because... CBC is my companion. I am 70 yrs old and have read a lot and realize we are fucked... but in the meantime CBC continues to actually educate me in so many subjects like our Indigenous brothers and sisters, and so much more. If anything happened to shut CBC down I would need to cut my vascular sixpence:)

Connie C.

The CBC matters to me because... It has given me reason to feel confident and proud of being a Canadian for 7 plus decades—the ONLY broad inclusive panorama of the country coast to coast to coast. To repeat, it is and has been the strong tie that binds our home. We need the provincial diversity but the connecting ground under us all! Sharleen

S C. - Guelph, ON

CBC connects all of Canada to all Canadians. We live in varied communities urban and rural. This is our one national pride to keep us all learning and hearing from one another. Wise politicians should tune in to all of the discussion, radio call in shows as a way to understand Canadians viewpoints and concerns. Living on a small BC Gulf Island it’s our only to stay connected during crisis such as we experienced during 2021’s fire, flooding, landslides and power outages. Be proud of what Canadians having been supporting and contributing for decades. There’s no room for insecure,



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small minded politicians destroying an international identity!

Lea T. - Thetis Island, BC

The CBC matters to me because... The CNC matters to me because it helps to connect this vast country so that I better understand the issues, culture and creativity of each part of this amazing country. Without it, I would be destined to listened to a lot of empty air and feel quite isolated in my little part of Canada!! We are considered a highly educated country, so we need a Broadcaster who can challenge us and not present mindless information. that Broadcaster is CBC!

Dorothy F. - Guelph, ON

The CBC matters to me more than ever. The recent insurrection and threat of fascism around the world necessitates level and informative news.

Connie M. - Douglas, ON

The CBC matters to me because. I feel it connects me with all other parts of Canada better than anything else can do. For the most part I trust what they say when reporting a story or news event.

Donia S. - Delta, BC

The CBC matters to me because... I remember well how it was in past years. I'll admit to some improvement in the elimination of advertising from radio but all else has severely deteriorated. As it is now, I believe it is time that we eliminated advertising in television as well. This will require an increase the funding to CBC which is long overdue.

Peter M. - Almonte, ON

The CBC matters to me because... it is the glue that holds this huge country together. It is our identity. Gives us understanding of our fellow Canadians. Without it we would be sucked into the shallow values of the US. It is hugely important to me and my family. Right now I am loving "Son of a Critch" a series by Mark Critch. I love rick Mercer, Mary Walsh, Cathy Jones,

Valerie L.

The CBC matters to me because... I believe in a Canadian content public broadcasting

Lisa S. - Harrigan cove, NS

The CBC matters to me because...CBC is Canadian. CBC is not closely associated with corporate dollars for programming, such that private corporations determine what we see or what we hear. We have enough corporate influence in our lives..



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corporate influence primarily from the USA. CBC is Canadian culture. Canadian views. Canadian music.

Wesley S. - Kelowna, BC

The CBC matters to me because... in our pluralistic and democratic country, I benefit from a Canadian perspective in both official languages - so do my French Immersion students!

Bonita H. - Vancouver, BC

The CBC matters to me because... With the exception of the CBC, all national mass media in our country are owned by special interest groups within the corporate sector. This concentration of ownership is inimical to democracy. The CBC is the only national mass medium that is both independent and democratic, belonging equally to all Canadians. It is our only choice in the marketplace of ideas and entertainment outside of corporate versions, and choice is essential to a healthy democracy. One criticism of the CBC is that Canadians who aren't interested in it are required, nonetheless, to pay for it. This is true, but it is even more true of the corporate networks. Commercial radio and TV receive their revenue from advertising. All of us pay for this, in effect as a tax, on virtually everything we buy, even if we own neither a radio nor a television set. We have no choice. Every time we buy a box of corn flakes or a new car, we contribute to commercial media. As a result, we pay much more for commercial radio and TV via the advertising "tax" as we pay for the CBC via income tax. The health and the identity of our nation depend on our public broadcaster prospering as a vehicle for a Canadian perspective on news, for promoting Canadian culture and, most importantly, for serving as our only democratic mass medium at the national level.

Bill L. - Calgary, AB

The CBC matters to me because... it unites Canadians to listen to the same news across the country. I believe it to be the most reliable and accurate news because it is public broadcasting. It could only be improved with more funding which would provide for more in-depth investigation. If my radio is on, it is on the CBC station.

The rest are junk food.

Evelyn J. - Spiritwood, SK

The CBC matters to me because... It is my source of unbiased news and information. It ties the country together with shows from every region of Canada, as well as reporting on world events. The reporting is intelligent and thoughtful, encompassing many points of view, not being afraid to include and report on controversial issues. When I think of CBC, I think of the word integrity. I also think of the showcasing of Canadian talent, offering a place to develop that talent without



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leaving the country. The CBC offers us the chance to be proud of Canadian accomplishments, created right here at home.

Sharon B. - Vancouver, BC

The CBC matters to me because... I agree, it is what ties us together as a nation. But I must express my sadness at what has become of the National. Seven second items that tell us nothing about the issue. Time spent on trivial items. Too many commercials. The National is a sad relic of its former self. CBC radio is better. Too many Canadians don't realize how important the CBC is to this country. For profit television cannot provide what the CBC should be providing.

Ruth M. - Toronto, ON

The CBC matters to me because... I risk sounding vacuous, but, really, Marla Boltman has voiced each of my strongly held views in her submission. Please read it again! I have always been so fiercely proud of our CBC and am sick at heart at how it has been eroded and hollowed out and getting worse each successive year. Give us back our Canadian treasure.

Beverley N.

I've been listening to the CBC radio and watching programs on CBC TV now for many decades. I've noticed a steep decline in local news services on CBC TV and fear losing my favourite CBC Radio programs because of past deep cuts to CBC budgets as well as under-funding of the CBC generally. Yet the CBC is one of the only TV and Radio services with a priority of serving my needs as a Canadian citizen. Please see that the CBC budget is increased not decreased or held at current levels in order that we will continue to receive this vital service to Canadians in general that gives priority to topics, music and artists that are Canadian. It is a vital tool in our cultural toolbelt.

Pieter V. - Fort Qu'Appelle, SK

The CBC matters to me because it keeps Canadians united. Through the CBC we are kept in touch with each other through programming which allows us to hear the concerns of Canadians from B.C. to Newfoundland/Labrador. It highlights Canadian concerns. It is the only radio station I listen to. It is as essential to Canadian unity today as the CNR was at the time of Confederation.

Bonnie B. - Toronto, ON

The CBC matters to me because... it is a very important voice to and for ALL Canadians, offering well researched information, both in French and in English. It must continue to represent us as an independent entity. Government must maintain and support this news network.

Louise P. - Winnipeg, MB



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The CBC matters to me because... Potentially it can reach all of us in the country. It is the best tool to keep us united and give us reliable news. It is the best forum for our artists to be exposed to a large audience from coast to coast. It helps being engaged in sports as the covering of the current Olympics demonstrates. We need to strengthen our national unity and culture especially because of the presence of the US adjacent to us.

Judith P. - NS

The CBC matters to me because... It is about us, our issues and celebrates our activities and achievements!

Patricia R. - Morin Heights, QC

The CBC matters to me because... it's important to support culture and to give a public platform for Canadian voices.

Angela G.

The CBC matters to me because... it provides reliable, intelligent content and is one of the few remaining media sources I feel I can trust. It provides Canadian perspectives, promotes Canadian creative content, and is one of the only ways I feel connected to the rest of the country. I can't imagine getting through the day without CBC radio!

Jill B. - Vancouver, BC

The CBC matters to me because it provides unbiased news as well as a range of opinions. It connects me with all of Canada and the world, not just my region. It also provides an opportunity for creatives to have their work promoted. Not that I enjoy all of it, but new artists have to start somewhere and the CBC is a great place/

Nancy A. - Saskatoon, SK

If Canada's national broadcaster is inadequately funded, broadcasting will become a reflection of those who can afford advertising and by definition, not the 'ordinary' Canadians. Having promised to fund the CBC during its first election campaign, it is time that this government actually follows through with the promise. Since we have one of the most poorly funded public broadcasters in the OECD, it can't do its job adequately. Perhaps funding it to the equivalence of 1961 funding levels would allow the broadcaster to do its job adequately, including reflecting perspectives and stories from all points on the political spectrum and how well those perspectives serve our broader Canadian values.

Sheila P. - Maple Ridge, BC



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The CBC matters to me because... The CBC is our only Canadian news / radio feed and an institution, with a Canadian perspective & needs to be protected!

Roberta P. - Vancouver, BC

The CBC has always mattered to me, but now matters to me more than ever. With the spread of misinformation, we need the CBC's investigative journalism, it's quality local, national and international news - information that can be trusted. I shudder to imagine the decline and disappearance of the CBC I have counted on for years, known and loved. They are a Canadian entity to be extremely proud of. It's time to come through for them...for us

Jo-Ann B. - Toronto, ON

The CBC matters to me because I rely of both CBC radio and TV for unbiased information and interesting programs with no political agenda. I appreciate it all the more having seen how right-wing media have influenced so much of the U.S. population. The CBC is a national treasure and is needed to be well funded now, more than ever, to counter the rampant lies and misinformation that is flooding the country.

Michele H. - Cowichan Bay, BC

The CBC matters to me because... IT CREATES C A N A D I A N. JOBS,! When you STOP sending jobs elsewhere, then we can afford to stay a COUNTRY!!

Josiane A. - Surrey, BC

The CBC matters to me because... Balanced news coverage Varying viewpoints International news from correspondents on site News from across Canada CBC is important to hold us together as a country. We are so big, with so many geographically different areas, that we need very much to hear what we have in common. CBC provides us with this contact. CBC needs to be adequately funded, and to have autonomy from the political aims of whichever party is currently in power. Muriel Doris

Muriel D. - Chemainus, BC

I listen to CBC every day. Weekdays I start with CBC 1 to listen to Matt Galloway, and frequency leave it on to hear discussion of leading topics affecting my life or if particular interest. Then I switch to CBC 2 to listen to classical music til 3:00. Livelier music follows til I quit work for the day, then I switch radios to listen to culturally different music onto the evening. Throughout the day, programming is punctuated by news to keep me current on top news stories. Weekends I look forward to opera on Saturday, and Paolo Pietropaolo on Sunday, with fascinating



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programming in the evenings. CBC is always with me, as it has been for years. CBC is with me every day, be it CBC 1 or CBC 2.

Robert B. - Hamilton, ON

The CBC matters to me because... I enjoy listening to your shows and find them to be informative and entertaining especially during this horrible confining period of COVID. They are very necessary and you need the proper amount of funding to be able to continue to produce them! They are a valued Canadian institution!

Candice C. - QC

The CBC matters to me because it covers the entire country in its coverage of the news and tends to be apolitical. In this era of fabricated news on the Internet, it is important to support a service that provides consistently accurate information....

Yvonne H.

We faithfully watch the CBC and especially the news programs. The information is in real time and lacks the showbiz glitz of many other news outlets. Considering the waste of our tax dollars in Canada, the CBC is a very small per capita expense to we citizens. I feel that it is conservative political heavyweights who oppose this truthful platform. Do not defund this historic source of the truth.

Tami H. - Belmont, ON

The CBC matters to me because every country needs a media corporation to tell its stories, remember its history and spread its culture. CBC is important to the country to develop our culture in audibly on radio and visually in movies. The CBC matters to me because it truly fulfills its public purpose. I value the way CBC addresses current issues, presenting both sides of the arguments giving a chance to all parties involved to express their views. Also, they invite listeners to offer their opinions on various topics. CBC unites Canadians of all provinces. The people of CBC value truth and show respect and acceptance by the way they conduct and express themselves. I listen to CBC radio everyday!

Martine W. - Vancouver, BC

The CBC matters to me because it is about Canada. And I trust it.

Murray R. - Sarnia, ON

I am tuned in to CBC Radio almost all day long: Radio One in the morning and CBC Music in the afternoon when Radio One broadcasts in the aboriginal languages of the NWT.. I try to watch some programs, like the news, on CBC TV but when I switch channels to avoid commercials, I often don't remember to switch back from one of the American PBS stations or the Knowledge Network where I am not assaulted by advertising.

Robert G.



STANDING UP
FOR CANADIAN VOICES

The CBC matters to me because... Simply put...THE CBC IS CANADA!!! If we lose the CBC or it gets watered down any further because of budget cuts, we will be losing a public broadcasting system that supports and promotes Canadian culture. There is no replacement for the CBC, especially not these commercially influenced, American style, no substance stations that presently flood the airwaves. The CBC provides us with thoughtful, intelligent radio and television programming with a uniquely Canadian perspective. The CBC reports from, and represents every corner of this great country. It brings all Canadians together which is something we need now more than ever!

Ladonna T. - AB

The CBC matters to me because... one of the hallmarks of a democracy is an independent free press. In this age of misinformation I feel it is particularly important that Canadians have a reliable source of information.

Deanne A.

The CBC and Radio Canada Ici matter to me because... I believe in public broadcasting I am an avid radiophile in both English and French I am a regular cbc listener I have lamented the cut in services since Harper government cuts. I was a teacher and relied on all sorts of excellent audio visual cbc resources

Jasmine S. - Montreal, QC

The CBC is a reliable and dependable news source. The programming is Canadian and relevant to all regions and all segments of society.

Wendy Y. - Leduc, AB

The CBC matters to me because... 98 percent of Content in Canada is now 98 percent American. What other broadcaster ever has or ever will broadcast majority Canadian Content? In the immortal words of 'Bad Boy' Canadian Mel Lastman - NOBODY! - except the CBC. That's why we need the CBC and sufficiently funded to provide and fulfill its mandate. - be predominantly and distinctively Canadian - contribute to shared national consciousness and identity,

Steve H. - ON

The CBC matters to me because... every country needs a NATIONAL broadcaster to provide balanced and unbiased news coverage as well as cultural and other programming that speaks to Canadian audiences. The CBC has long been part of our national identity. The CBC's excellent and ongoing coverage of the recent "Truckers" protests at US/Canada border points and particularly the 18-20 February coverage of efforts to clear the blockade in Ottawa provides a key example of why we not only need the CBC, but why Canadians need MORE CBC.

Grant C. - Halifax, NS



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The CBC matters to me because in these troubling times with everything Canadian is being taken over by foreign interests, particularly American, with China on their tail, we need as much pure Canadian content as we can get. The worst of American influence is very real in Canada now and it is making its way into the political realm. We need a Canadian voice, a real voice, to shed a light these very radical ideas of what Canadian politics should look like in the future.

Margaret L. - Etobicoke, ON

In this era of Fake News, the CBC matters to me as it is my source for trusted and true news. Please increase your support to CBC so I do not resort to relying upon fake news. Fake news is largely to blame for the increasing divide and violence that is oozing out of our society.

Doug B. - Prince George, BC

The CBC matters to me because... coverage is in depth, fair, well researched, and knowledgeable. So important in these days of false news.

Linda M. - East St. Paul, MB

The CBC's TV and radio services are just that...services. The CBC is a service to the Canadian people throughout all regions. Canadians want a free and independent media outlet that is funded by the Government of Canada, but with budgeting that is not tethered to any political party, any Government Department. The CBC should be advertisement-free, and free from any corporate influence. It should be not bound to profit, and fully enlisted in delivery as a service, no strings attached.

Byron B. - North Vancouver, BC

The CBC is superior to most English speaking channels broadcasting news, documentaries, dramas, and comedy series. My wife and I have enjoyed CBC Gem because with this streaming we see beautiful productions of news, series, comedies, etc. I used to think the finest news was BBC, but CBC is now by far my favorite news source. I think we should feel proud and fortunate to have the talents of our current news team. I am a retired carpenter so I happily don't fit the predictable demographics.

Morley V. - Rocky Mtn. House, AB

Canada needs a strong public broadcaster to help us know who we are and where we are headed. With the rampant misinformation tearing us apart we need a reliable source of news, journalistic analysis and reflection of our diverse culture and range of values. Adequate funding for CBC is a statement of faith in our identity and role in the world. To continue under-funding CBC is to abet those forces who wish to destroy us.

Spence H. - YT



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The CBC matters to me because... it is the last remaining body trying to keep our culture and identity Canadian.

Lorna W. - Parksville, BC

The CBC matters to me because... In my childhood and adult life, on the vast majority of days, CBC radio is the only station we listen to. We are thankful for the intelligence and capability of interviewers and commentators, and the opportunity for people with various perspectives on a given issue to be interviewed; for the many individual and community stories of life in Canada; themed programs; excellent classical, blues, jazz and other music; and NO COMMERCIALS. CBC is our go-to station for news for both radio and television, locally, nationally and internationally. Having a publicly funded broadcaster is critically important for the culture of a country, separated from the commercial interests of advertisers or owners, and insecure financial support. In these days of disinformation, having a public broadcaster with the resources to seek out the truth and be accountable for its own veracity to the public is increasingly important. I am appalled by the cuts to CBC over the years, and by our very low ranking when comparing per capita support for the public broadcaster with that of other OECD countries. Please increase rather than decrease CBC funding!

Brenda B.

The CBC matters to me because... it is a reliable news source. It also focuses on Canada, its arts and culture. The commentators are trustworthy, informed and articulate. The CBC keeps me up-to-date on what is happening in Canada and the world. I TRUST THE CBC.

Judith F. - Ottawa, ON

The CBC matters to me because... Since immigrating to Canada over 50 years ago as a young woman eager to contribute to my new country, CBC radio has been my trusted source of information. High quality journalism and ability to present the diversity of views, backgrounds and hopes of ordinary Canadians makes CBC radio part of the glue that holds Canada together. Important issues such as Reconciliation and the climate crisis require sustained and in-depth analysis and reporting, conveyed in different ways to reach all Canadians. Now is the time to counteract the misinformation circulating on social media by significantly investing in our national broadcaster.

Elizabeth W.

As a citizen I feel that the CBC and especially CBC Radio One are nothing less than a crucial pillar of support for Canada's unique culture and character I have the radio tuned to them for 90 percent of my listening time, the remaining bit it's on the local

non profit campus station I cant stand commercial radio. I'm sure that the largest proportion of thoughtful, curious and engaged people in this country ; who really are the backbone to democracy would agree that CBC is virtually indispensable and that it must be adequately funded, certainly not deprived.

Peter H. – Victoria, BC

Since before I was old enough to know what I was listening to, I was exposed to all the incredibly amazing and impressive programming on CBC Radio One, and later CBC television programming like The Nature of Things, The Beachcombers, and later, Marketplace, etc. The CBC has shaped my life and opened my mind about the vast land we live upon we call Canada, as well as opening up access to knowledge about the world and beyond. It's instilled in my mind the importance of respect for others, looking beyond differences in skin colour, culture, finance, beliefs, gender, sexual identity, abilities, education, etc. The CBC has always been a trusted source of information, with an incredible record of professional investigative journalism, research and news broadcasting. Those who are the voices and faces of CBC have always felt, and continue to feel like family members, and the contributions of the teams of people working behind the scenes to make all the programming happen does not go unnoticed. Unfortunately, the federal cutbacks to funding over the years continues to erode and threaten all of the above that Canadians rely upon for our trusted source of information and knowledge. The pressure on the CBC to move to more private advertising for funding is a dangerous road the federal government is forcing upon our national public broadcaster. Now, more than ever before, Canadians are witnessing first hand, the results of the growing number of small private broadcasters on the radio, social media and even television. The spread of misinformation is rampant, especially since the former administration in the US. The skewed beliefs of the people behind, and supporters of the truck demonstrations across our country are the direct result of this privately sourced misinformation. It's also in part the result of the large number of male dominated workplaces in transportation, mining, fossil fuel, forestry, police, military, etc., where misinformation prevails and is spread unchecked. We are dividing as a country. All of the above highlights the significance of, and how crucial it is, that we have a strongly funded public broadcaster to bring Canadians together. It' is a travesty that there are so many rural areas in Canada that either have no reception for CBC Radio One through the air, or it is poor quality or intermittent depending on weather. This issue in itself creates a divide in our country due to lack of knowledge from no exposure to trusted informative programming. Too often, the alternative is local or an alternative programming from the US. All Canadians deserve to have access to CBC Radio One through the air and online. In this age of massive amounts of information being available to citizens, the increasing amount of misinformation, and overwhelming amount of foreign media, increased funding for the CBC is more important than ever.

Christopher M. - Gimli, MB



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The CBC matters to me because... In the current period of massive disinformation and misinformation the CBC is a valued and trusted source of objective and clear insight from a Canadian perspective. The CBC is a much-needed window on a unique history, culture and environment that combine to make Canada. The per capita funding is at an all-time low. I urge funding be increased to better ensure that the CBC can fulfill its public purpose.

Gerald P.

The CBC matters to me because... I love watching This Hour Has 22 Minutes, plus CBC is part of what makes Canada special.

Brad J. - Edmonton, AB

It is the only reliable source of information, covering our whole country in its immensity, in both our official languages, giving voice to our First Nations. I was born with the CBC (November 1938) and grew up in a northern Quebec small town, fed on Saturday afternoon at the Opera and concerts on Sunday afternoon, Theatre Français from Montreal. Radio-Canada contribue à la survivance du Français et au développement de la culture dans notre pays.

Louise M.

The CBC matters to me because in this age of online disinformation coming from unvetted sources, we need a publicly funded news agency with a reputation for trusted information. We see the ramifications of what could happen when people falling prey to bad faith actors in the truckers convoy. Like the railway of an earlier generation, the CBC was established with the mandate to inform and unite this vast country. To this end, the need to properly fund the CBC is more urgent and necessary than ever before. The CBC should not be allowed to be politicized by our political leaders through funding threats and worse. It should be allowed to operate independently and free from political interference. As a concerned Canadian, please secure the future of our beloved CBC by properly funding its operations.

Kam Hong P. - Montreal, QC

The CBC matters to me because... I want the CBC to work for Canadians not corporations.

John B. - Toronto, ON

The CBC matters to me because their interpretation of the news is not affected by the political views of the management. I do have an idea to fund the CBC perpetually. The CRTC and the Internet providers have been a real circus and don't deserve to be in charge of the providing of internet services. The internet is now more of a necessity of life like electricity and water. Bell, Rogers and Telus gouges



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everyone which hurts Canadians. My idea is to put internet regulation and provision in the hands of the CBC. They would be the main distributors in Canada. This would give the CBC a new revenue stream and maybe a little independence. If this is done properly it may lessen the CBC's reliance on gov't funding and not have to beg as often. I know this idea sounds crazy but it's not. Canadians need cheap reliable internet and our present mob refuses to sell this commodity at a price most people can afford. Time to clean house and modernize our approach.

Paul H.

The CBC matters to me because... After what has quickly become a long life, a long life of watching CBC I understand how this has helped me to shape my patriotism, develop empathy and understanding for all my fellow Canadians and hone my critical thinking skills. After the last 3 weeks of horn honking and screams of freedom in the streets of Ottawa I currently think the last set of skills are the most important. I believe the government must fund CBC television to operate without advertising revenue to further its reach to all Canadians

Jane M.

The CBC matters to me because... 1, Quality news matters to not just me. Quality news matters to all. Without high quality, unbiased reporting there is an open door for lies misinformation that ultimately lead to further division/discourse within our own country and around the globe. The CBC was once a highly regarded news platform. But after 40 years of "austerity" budgets the CBC like health care education RCMP our courts and military is suffering a slow death by one thousand cuts when budgets do not even keep up with inflation. The quality of reporting has fallen substantially with the ever decreasing budgets and staffing rates 2, More funding to CBC to PROPERLY moderate the comment section on the CBC website. It is NOT monitored correctly now. I read more misinformation on CBCs comment section than I do on face book for gods sakes. Flagged posts for misinformation/ lies stay up and comments rebutting the lies misinformation get "deactivated". To me it seems as though there is a narrative promoted. And the narrative promoted is not a good one for Canada. Either fix the problem or shut the comment section down... period 3, More funding to CBC to hire more reporters at home and around the world. Stop relying on the limited number of news sources. In this day and age of far-right misinformation Canada and the world needs MORE unbiased news sources and their reporters.

Paul C. - Prince George, BC

The CBC matters to me because... It's important to have an independent non-commercial broadcaster similar to other Western countries. We particularly enjoy CBC Radio and Music.

Michael W. - Vancouver, BC



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The CBC matters to me because a public broadcasting service is a vital component for the national identity, social fabric and cultural preservation of Canada.

Alejandro A.

In a world that is being harmed by disinformation and inhumane values, Canadians require quality national information and news, as well as storytelling reflective of our national (democratic and human rights-based) values; one effective means by which Canadians can access such vital content is the CBC. That is why I am asking for additional funding to be provided to this public institution. Thank you.

Danial A.

The CBC matters to me because it serves the whole of Canada. It helps citizens to understand issues and opinions in all parts of the country and helps to binds us together. I like the made in Canada programs. We are very different from our neighbours!

Coralie S.

The CBC matters to me because... I learn from it every day. I see and hear a uniquely Canadian discourse continuing every day..I learn about issues that are beyond my ken as well as issues very close to my daily concerns. (It invigorates us and inoculates us against mis- and dis-information.) I love the stories music interviews and while there will be mistakes and shortcomings, I consider CBC vital for authoritative and independent news and analysis. It HAS to receive decent funding.

Mary Jo M. - Fitzroy Harbour, ON

Our Canadian Broadcasting Company is a vital link to keep our vast country together. It requires sufficient funding to hire the best journalists and everything else that maintains the high quality of CBC programming. Since I first came to Canada, as a young adult, I have been listening and learning about my country of Canada through the outstanding reporting, interviews, programs on the CBC. In this age of social-media spreading falsehoods, it is every more important to have excellent reliable journalists accurately telling our story. I have a radio in every room, or use my cell phone, to tune in to the CBC all day, from the morning programs, to the noon phone-in, to evening As-It-Happens interviews.

Maureen K. - Toronto, ON

The CBC matters to me because... I value the emphasis that the CBC puts on the public good rather than a solely individualist focus. A focus on community well-being is indispensable in these troubled times.

Norma Jean P. - Halifax, NS



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For 85 years, CBC/Radio-Canada has been the voice that has tied our country together. From tragedy to triumph, our public broadcaster has been the glue that binds Canadians from coast to coast to coast. Most recently, CBC played an essential role in keeping Canadians safe and informed during the pandemic. Now, with the spread of misinformation, hate and illegal content streaming across our border, Canadians need the CBC more than ever. While your government has recognized these threats and is actively working on bills to tackle them, attacking the problem is not enough. We need to build the alternative – a place where Canadians can turn to for quality local, national, and international news that reflects Canadian stories through our diversity of voices. The CBC can be all this and more, but only if properly funded. The CBC is one of the most poorly funded among its OECD peers, with only \$33 of per capita funding, compared to the \$87 average among the world’s strongest democracies. Your promise of \$400 million over four years is a good first step, but Canada’s public service broadcaster should not be driven by an existential funding crisis and an endless fight for survival. It should be able to count on predictable and stable funding that allows it to fulfill its core purpose – ad-free and at no extra cost to Canadians. Please fully fund the CBC.
David R.

The CBC matters to me because it is part of the glue that holds this country together. Reduced funding over the past 20 years has seriously hampered its ability to do its job, which is to keep Canadians informed with honest and accurate news about what is happening at home and abroad. The proliferation of fake news on social media platforms is not part of the solution but rather part of the problem.
David M. - Fitzroy harbour, ON

The CBC matters to me because... Canadian content and reliable, investigative journalism.
Randall S. - ON

The CBC matters to me because... it has been and should continue to be a unifying force in our country. It needs to tell Canadian stories and promote Canadian talent. As it does this, it will contribute to our understanding and knowledge of our diverse population and regions.
Wanda H.

The CBC matters to me because... The CBC is where I rely on accurate information about the pandemic, about how we need to protect ourselves from the virus. Several of my friends have decided not to immunize themselves and cite other sources of alternate and contrary “science”. This frays our ability to work toward the common good. Through CBC programming, I feel connected to other parts



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of Canada and understand their struggles and triumphs and as a result I can support them in any way I can. I enjoy the Indigenous programs as well and think I understand better not only their cultures but also their difficulties. Please don't starve the CBC. I have counted on them all my life (I am 80 years old) for valid information and entertainment.

Veronica M.

The CBC matters to me because... CBC radio and TV provide accurate information about events that are taking place in Canada and all over the world.

Donna S. - AB

CBC connects us from coast to coast to coast and it's essential to the preservation of Canadian culture. FRIENDS will collect your responses and present them together with our submission The CBC matters to me because...

Lesley L. - Montreal, QC

Canada is a country of vast regions. The CBC is a national radio that shares the news of what's happening across the country so that we can all participate. Even more, the interview guests help to explain to listeners local points of view. What a terrible loss it would be to the fabric of Canada if CBC were to unravel.

Barbara A. - BC

The CBC matters to me because... it keeps me in touch with places I have lived around this country. I have been a resident of 5 different provinces, NS, Que., Ont., AB, and BC, over my lifetime. Each area of the country is special, but shares certain Canadian values which are much different from those of other countries. Canadian programming keeps us all in touch with those Canadian values. We are overwhelmed with social influences from south of the boarder. We need to hear the stories from hear.

Joan B.

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