

Lund, Rose FIN:EX

From: McKay, Ashley FIN:EX
Sent: May 15, 2020 12:11 PM
To: Lawson, Liam FIN:EX
Subject: RE: Crisis relief request from BC Broadcasters
Attachments: Crisis assistance, BC Association of Broadcasters

Yes we did on Monday, attached

Ashley

From: Lawson, Liam FIN:EX <Liam.Lawson@gov.bc.ca>
Sent: May 15, 2020 12:10 PM
To: McKay, Ashley FIN:EX <Ashley.McKay@gov.bc.ca>
Subject: Fw: Crisis relief request from BC Broadcasters

Hey Ashley,

Could you see if we have received a letter from the BC Association of Broadcasters on Monday?

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From: Jim Beatty <jim@jbcomm.ca>
Sent: Friday, May 15, 2020 11:57 AM
To: Lawson, Liam FIN:EX
Subject: Crisis relief request from BC Broadcasters

Hi Liam:

I don't believe we have met yet but I'm told you're the right person to contact. I am working with the BC Association of Broadcasters who sent a letter to the premier and Minister of Finance on Monday regarding crisis relief related to COVID-19. I'm sure you have seen a lot of those lately!

I just wanted to confirm that you received it as I am trying to assist the broadcasters with their next steps. If you didn't, I would be pleased to send along another copy.

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Anyway, thank you in advance for any assistance,
Jim

Jim Beatty
250-812-9286

jim@jbcomm.ca

jimbeattycommunications.ca



Lund, Rose FIN:EX

From: Rob Bye <Rob.Bye@jpbhg.ca>
Sent: May 11, 2020 4:27 PM
To: OfficeofthePremier, Office PREM:EX; Minister, FIN FIN:EX; James.MLA, Carole A LASS:EX; Wanamaker, Lori FIN:EX; Meggs, Geoff PREM:EX
Subject: Crisis assistance, BC Association of Broadcasters
Attachments: BCAB_Letter to Premier Horgan_Crisis Relief_May 11 2020.pdf; BCAB logo.png

Please see the attached letter from the British Columbia Association of Broadcasters. I look forward to connecting with you about this urgent matter at your earliest convenience.

Thank you,
Rob

Rob Bye

President, BC Association of Broadcasters

E: legacy@bcab.ca

P: 250-758-1131

May 11, 2020

The Honourable John Horgan,
Premier of British Columbia,
501 Belleville St.,
Victoria, B.C., V8V 1X4

RE: Crisis Relief for BC Broadcasters Will Protect Jobs, Aid Regional Recovery

Dear Premier Horgan,

Your government is taking bold action to protect the health and economic wellbeing of British Columbians during the COVID-19 crisis and we are sincerely thankful for your efforts. Throughout the crisis, trusted local broadcasters have played a vital role in keeping our province safe by broadcasting credible information, public health advisories and delivering community-enhancing advocacy.

As private businesses, we are a critical service for our communities. But a steep decline in advertising revenues because of COVID-19 has many of our members struggling to remain on the air. As local retail businesses have closed, they have reduced or cancelled their advertising campaigns.

Although this is a time when British Columbians are considering a restarting of the province, the economic damage already incurred on our industry is significant. Without emergency relief, some broadcasters in British Columbia may be forced to close their doors within two months, leaving communities across this province without a local media presence.

In many B.C. communities, local broadcasters are the only local communications tool, a vital resource particularly during crisis, floods, fires and Amber alerts. If they are lost now, they will be lost forever.

British Columbia Association of Broadcasters

Since 1947, the BCAB has been the voice for private broadcasters in British Columbia, many of whom serve small- and medium-sized communities. There are more than 100 television and radio stations from Cranbrook to Port Hardy and Penticton to Prince Rupert. Collectively, local broadcasters directly employ more than 1,100 British Columbians, disseminating news, promoting local businesses and hosting community events. In many British Columbia communities, local radio stations are the only reliable means of communication during crisis. In fact, we are a designated essential service under provincial and

federal law with a commitment to disseminate important crisis information to the people who need it most.

Impact of COVID-19

B.C. broadcasters have played a vital role in the COVID-19 crisis by providing a trusted source of news, public health information and acting as a community hub for fundraising efforts. Many of our member stations have used their traditional and social media platforms to broadcast live coverage of the daily briefings from provincial and federal officials keeping citizens informed during this unprecedented time.

Member stations have taken unprecedented action to improve both local economies and the social fabric of our communities. For example, CHEK-TV hosted the online *Rock for Relief* concert, generating \$700,000 for community relief efforts on Vancouver Island. Meanwhile, CIRX-FM Prince George, CJSU-FM Duncan and CHNV-FM Nelson are examples of radio stations that have made it a priority to get local officials including MLAs, mayors and physicians regularly on the air to help keep citizens calm and informed. Radio stations CKWV-FM Nanaimo, CJIB-FM Vernon and CHBZ-FM Cranbrook are partnering with local Chambers of Commerce to inform our communities about local businesses that are open and making a positive difference during this difficult time.

During this crisis, viewership and listenership of our radio, television and digital platforms has risen dramatically. But at the same, **advertising revenues have fallen by 60 per cent.** Stations that have always been considered the lifeblood of their communities are now fighting for survival. Without crisis assistance, beloved B.C. broadcasters will go off the air.

Response from other governments

The Province of Quebec immediately took action to support local and independent media providers with the creation of a \$9-million monthly support fund. Further, the provincial government retained all of its existing advertising commitments with local broadcasters.

The Government of Canada is supporting broadcasters by temporarily waiving a portion of broadcast Licence Fees. Further, it announced a \$30-million advertising campaign regarding COVID-19 for all media. While this initiative is welcome, much of the advertising revenue is committed to large media outlets in large Canadian markets with little expected to trickle down to regional broadcasters in British Columbia.

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The private broadcasters of B.C. respectfully request a virtual meeting with you, or your designate, as soon as possible to discuss these potential measures and others.

Rarely in our history has there been a more important time for strong, trusted, independent news providers. Our industry is pivotal to the strength of local communities – providing a platform for sharing important news, a place for businesses to advertise and a hub for charitable causes to grow. Working together, we can ensure local British Columbia voices remain strong and local communities rebound with resilience.

Sincerely,



Rob Bye,

President, British Columbia Association of Broadcasters

E: legacy@bcab.ca ; P: 250-758-1131

cc. Hon. Carole James, Lori Wanamaker

Geoff Meggs, Chief of Staff